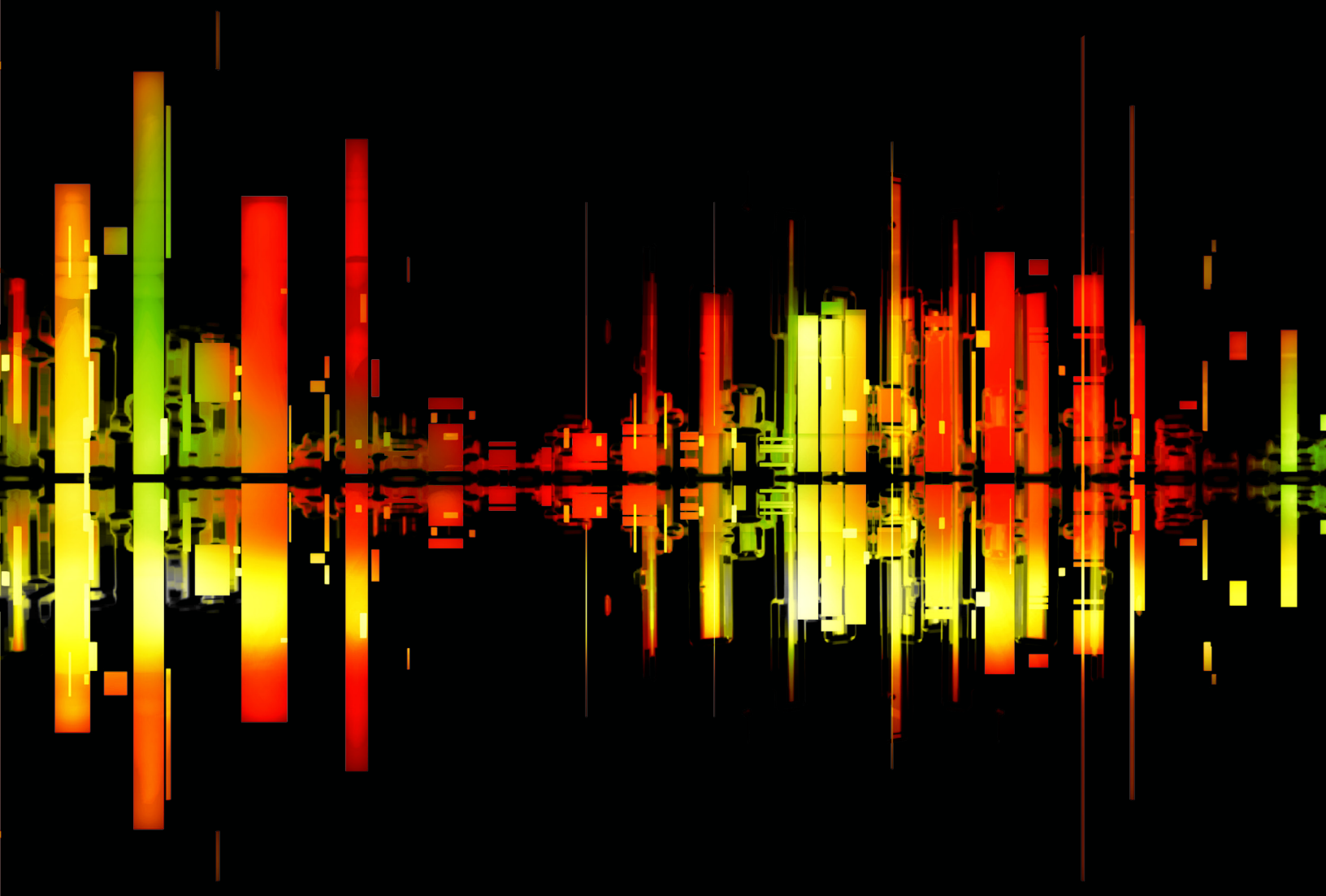
KANTAR MEDIA | Intelligence

User Manual

Stradegy™



January 2011

Introduction

About Stradegy

Stradegy is the powerful information tool that helps you see the complete media picture 24/7. It provides comprehensive advertising information on 3 million brands across 20 media. A vital resource for advertising professionals, media specialists and marketers, Stradegy is the standard for timely, relevant and actionable advertising information; delivering answers to the important media questions that impact your business.

Usage questions concerning Stradegy should be directed to the Kantar Media Intelligence Hotline at **800-497-8450** or to your Account Service Representative.

About Kantar Media Intelligence

Kantar Media Intelligence is the leading provider of strategic advertising intelligence to advertising agencies, advertisers, and media properties. The company's tracking technologies collect advertising expenditure and occurrence data, as well as select creative executions, for more than 3 million brands across 20 media.

Media Coverage

- Network TV
- Spot TV
- Spanish Language Network TV
- Cable TV
- Syndication
- Magazines
- Sunday Magazines
- Local Magazines
- Hispanic Magazines
- B-to-B Magazines
- National Newspapers
- Newspapers
- Hispanic Newspapers
- Network Radio
- National Spot Radio
- Local Radio
- Local Radio Detail
- US Internet
- Outdoor
- Branded Entertainment-Network TV
- Branded Entertainment-Cable TV

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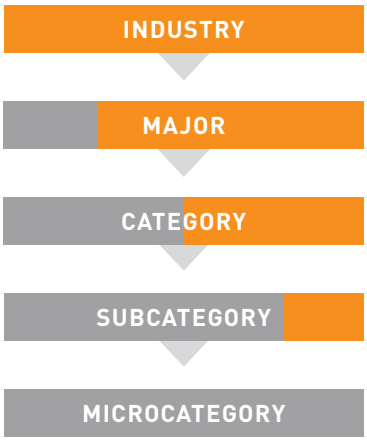
New Product Structure (Brand Central)

CATEGORY LEVELS

Kantar Media Intelligence Product Group: Similar products which span categories
(Example: Baby Products or Internet/Online)



Industry: The highest level of category classification
(Example: Financial)

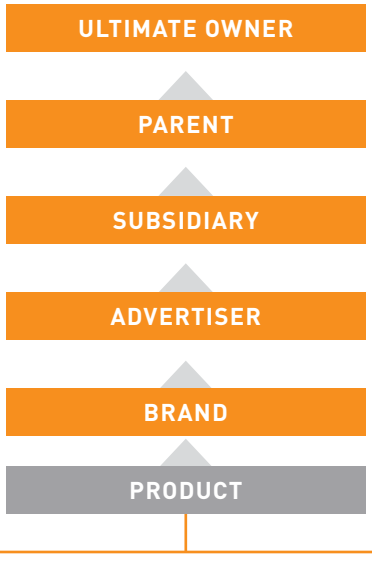
Major: The second highest level of category classification
(Example: Financial Products & Services)

Category: The third highest – used to be the lowest level
(Example: Financial Products & Services)

Subcategory: The level below Category
(Example: Mutual Funds)

Microcategory: The level below Subcategory
(Example: Mutual Funds / Stock & Bonds)

PRODUCT LEVELS



Ultimate Owner: Highest level – owner of the product
(Usually same as Parent. In our example below, Citigroup, Inc.)

Parent: The owner of the product advertised
(Example: Citigroup, Inc.)

Subsidiary: The immediate owner of the product
(Example: Citigroup)

Advertiser: The payer of an ad
(Example: Citi)

Brand: Who is advertising?
(Example: Citi Upromise)

Product*: Who is advertising?
(Example: Citi Upromise Platinum Personal Credit Card – Mastercard)

** Product replaces Brand/Account as new lowest level of detail. Brand is now a roll-up of Products.*

Trend & Media Mix Reports

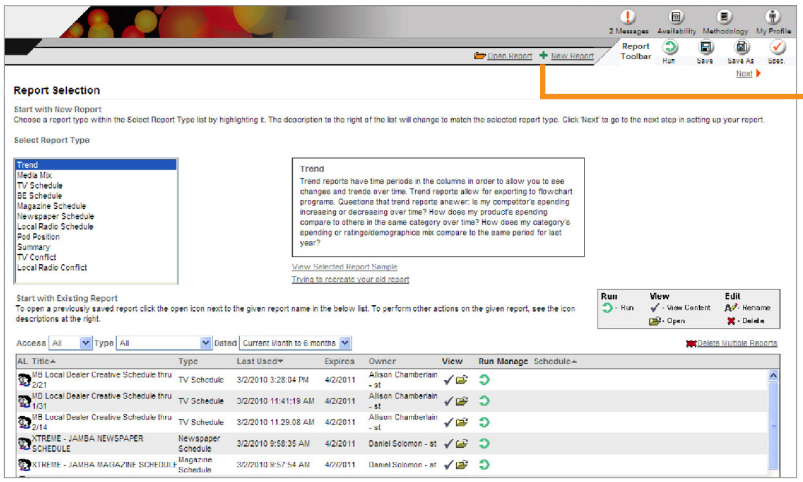
To begin using Stradegy, log in at http://products.kantarmediana.com

STEP 1: Report Selection

- The first step is to choose the type of report you want to run.

1. Highlight **Trend** or **Media Mix**

2. Click **Next** and proceed to Step 2A: **Media Set**.



The **Open Report** link will allow you to open saved report specs. The **New Report** link will reset all of the selections to begin a new report

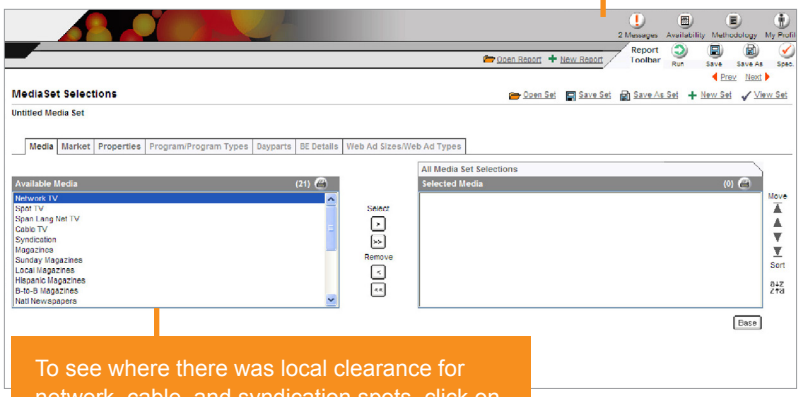
- You can see a description of the report you've chosen in the right hand box.
- You may also view sample reports by clicking on the **View Selected Report Sample** link.

STEP 2A: Media Set

- The Media Set allows you to narrow down your choices of which media to include in your report.

1. Click on the **Market** tab to proceed to Step 2B

Click **View Quick Start** to display an interactive tutorial explaining the features on each page.



To see where there was local clearance for network, cable, and syndication spots, click on the **Show Locally Cleared Media** box.

(Note: Spot TV must be included when selecting Locally Cleared Media.)

- Default is to include all media. If you want to run a report on all media, you do not need to select anything. Only select to limit your report.
- You can rearrange your selections on any page to appear in the order you choose. Highlight the selected item and use the arrows to the right to move it up or down in the list.

STEP 2B: Market Tab

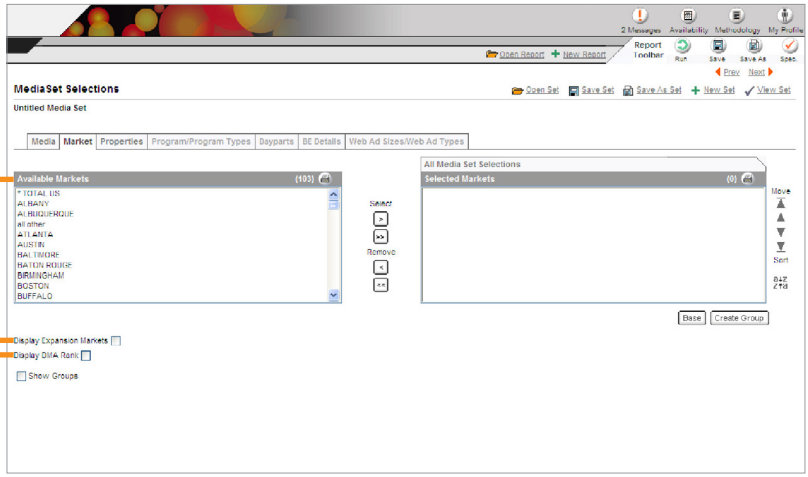
- The Market tab allows you to limit your report to specific markets.

1. Click on the **Properties** tab to proceed to Step 2C

"Total US" that represents all of the national media.

Some clients have access to Expansion Markets – markets added after January 1, 2007, typically ranked below the standard US top 100 markets based on advertising expenditures. Click box to gain access and run report.

Click to sort markets by DMA size (includes rank numbers).



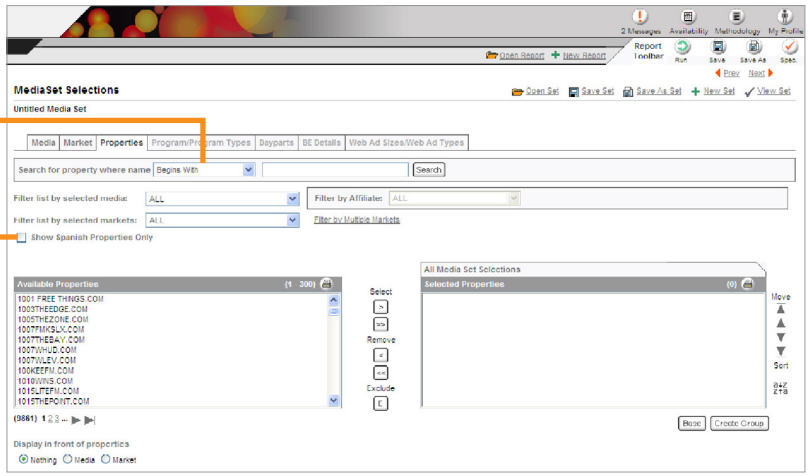
STEP 2C: Properties Tab

- The Properties tab allows you to limit your report to specific stations or titles where brands have advertised.
- Definition of Property: Any seller of advertising space or time (e.g. a television station, newspaper, magazine, Web site etc.).

1. For a report with only TV media, click on the **Programs/Program Types** tab to proceed to Step 2D

Type a specific property name and use the dropdown menu to indicate "begins with" or "contains" search.

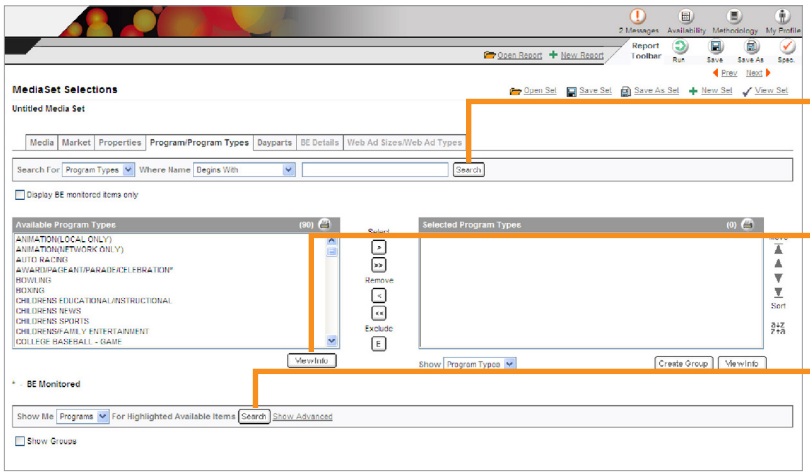
Click to filter list to show only Spanish properties.



STEP 2D: Programs/Program Types Tab

- If looking at Television Media only: the Programs/Program Types tab allows you to limit your report to specific television programs.
- Similar types of Programs are grouped into Program Types to simplify searching.

1. Click on the **Dayparts** tab to proceed to Step 2E



Type a specific Program or Program Type and use the dropdown menu to indicate a "begins with or "contains" search.

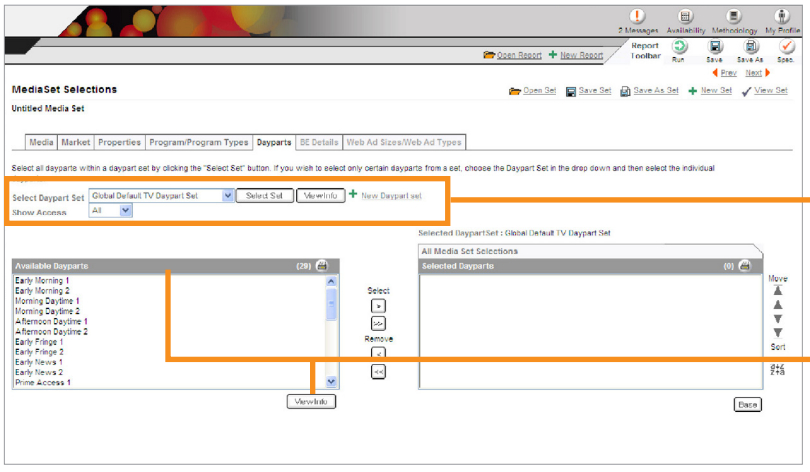
Highlight a Program Type and click button to view which Programs are grouped under that Program Type.

Highlight a Program Type and click Search to see Programs within that Program Type.

STEP 2E: Dayparts Tab

- If looking at Television Media only, the Dayparts tab allows you to limit your report to specific times of day.
- You may choose as many Dayparts for your report as you wish.

1. Click **Next** and proceed to Step 3: **Time Period**



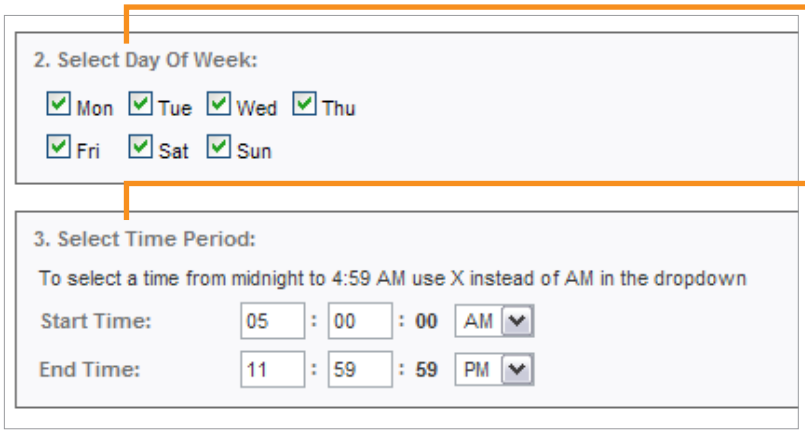
- Select **New Daypart Set** to create and save a Daypart Group or Daypart Set
- Use dropdown menu to choose a previously saved Daypart Set
- Use **View Content** to see what Dayparts are contained within a saved set

Highlight a Daypart and click button to view the time period and media covered by the Daypart

STEP 2F: Dayparts Tab (Customize a Daypart Set)

- A Daypart Set can be simple (consisting of a single daypart) or more elaborate and include one or more components.
- Several components can be used to simultaneously track different time spans across several stations/networks.

1. Select **New Daypart Set**. The **Create Daypart Set** page will appear, select the **Custom** tab.
2. If you subscribe to more than one media, select which one(s) you want to apply to your custom daypart.
3. Select the stations/networks to be included in your custom daypart by moving the highlighted stations from **Available Items** to **Selected Items**.



- Select the day(s) of the week for your custom daypart
- Select the start and end times for your custom daypart

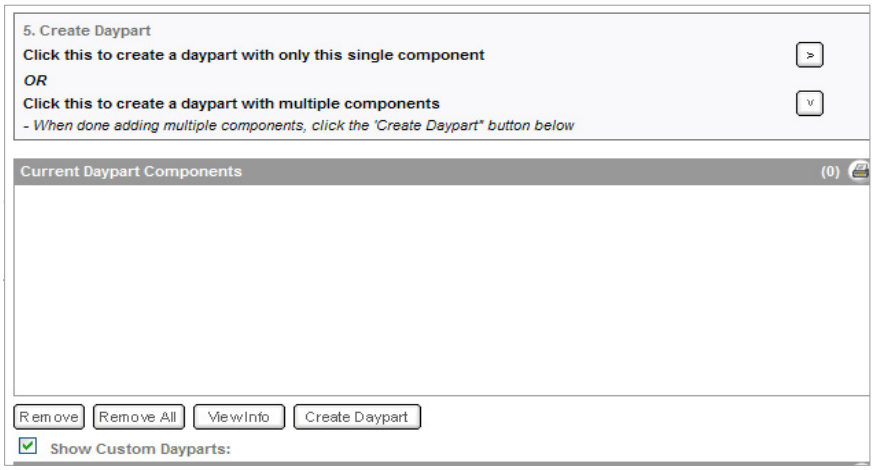
- You have the option to create additional components within your custom daypart.

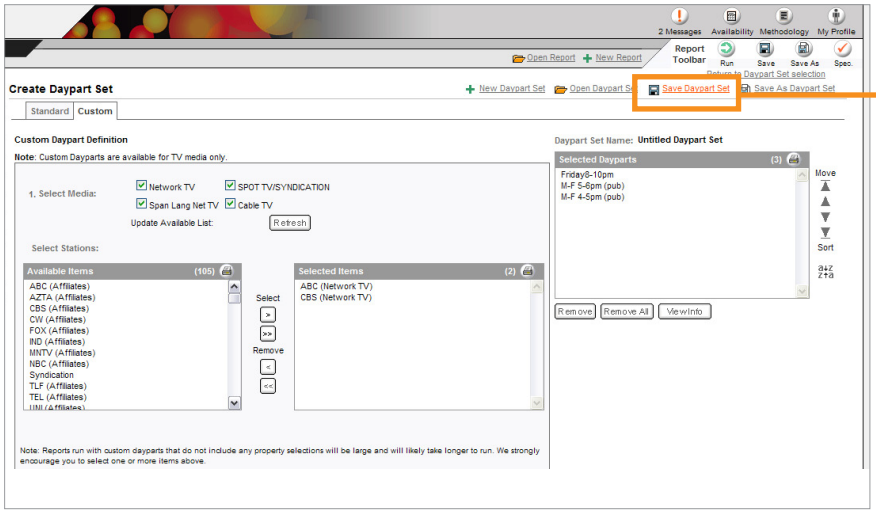
4. If you need to add more components, proceed to step 5.

If your custom daypart includes all the information needed, click the **right arrow** button to create a daypart with a single component, and proceed to step 6.

5. If you have created your first component and would like to add another, click the **downward arrow** to complete the first one. Repeat steps 1-3 to for any remaining components. Once you've created all the components you want, click on **Create Daypart** to save your work.

6. Click **Save** in the **Report Toolbar** and name your daypart, it can be saved as public or private.





Important: In order to retrieve your custom daypart(s), you need to save them as a Daypart Set. A Daypart Set must contain one daypart or a collection of dayparts. Click on **Save Daypart Set** above the **Selected Dayparts** box. Repeat step 1 to retrieve your custom daypart. In any report, you can choose to select an entire Daypart Set or specific dayparts from the set.

STEP 3: Report Time Period

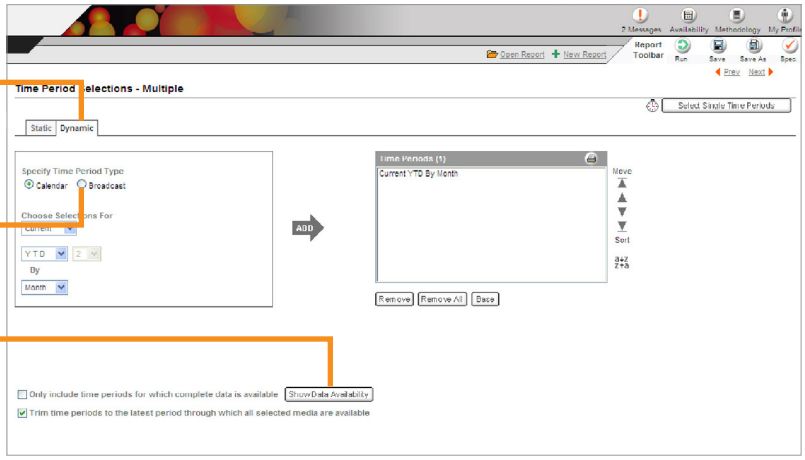
- Select a Time Period for your report.
- You may add more than one type of time period in your report. You can mix and match months, quarters, years, etc.

1. Choose a time period on the initial page or click **Select Multiple Time Periods** to go to the page below.
2. Click **Next** and proceed to Step 4: **Product Set**.

Dynamic time periods will allow you to run a report where time periods will update themselves, such as “Current Month,” “Current Year to Date,” etc.

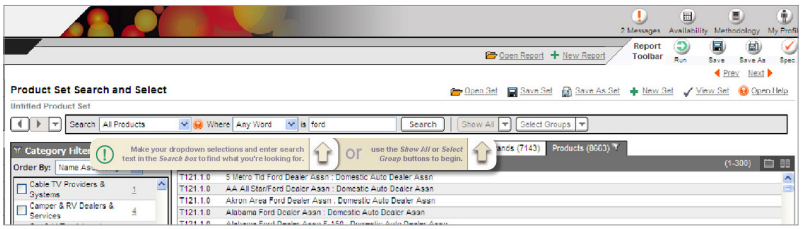
Broadcast weeks & months begin on Mondays In order to run a report by week, you must choose the Broadcast calendar.

Click to see how recently each medium has been updated.



STEP 4: Product Set

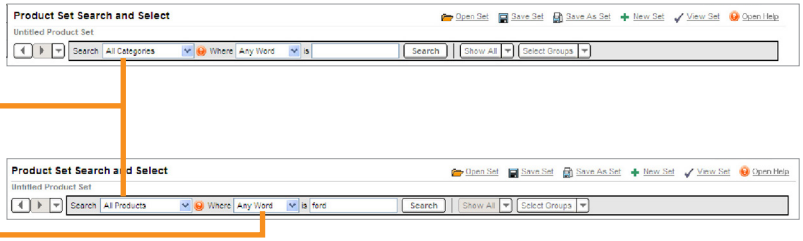
- Select at least one Product or Category for your report.
- Products can be Ultimate Owners, Parent Companies, Subsidiaries, Advertisers, Brands, or Products
- Categories can be Industries, Kantar Media Intelligence Product Groups, Categories, Subcategories, Microcategories, or Sales Indicators



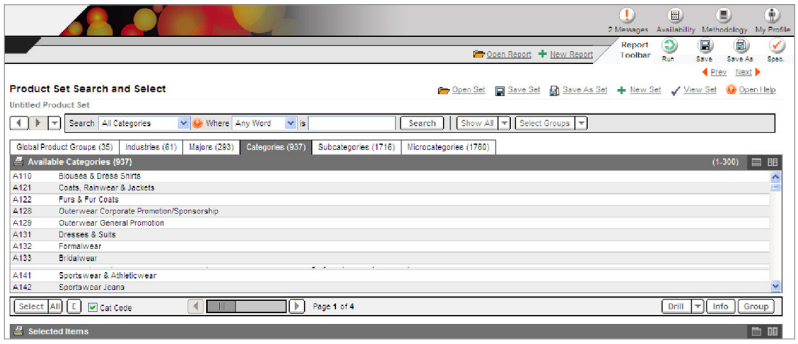
STEP 4: Product Set

To search across All Category levels, use the first dropdown search menu to select “All Products.”

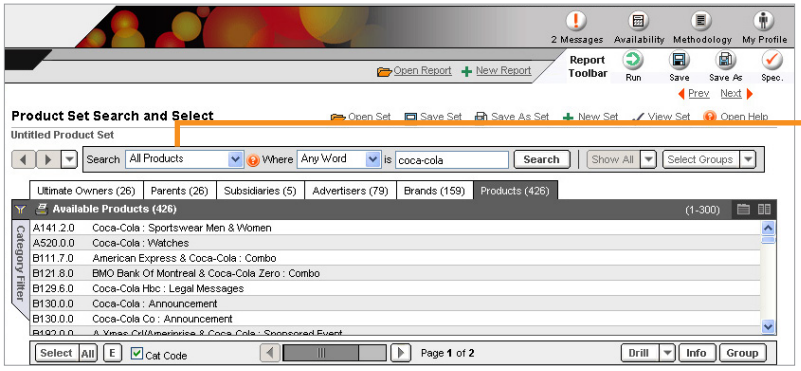
Then, use the second dropdown menu to indicate a “first word” or “any word” search.



STEP 4B: Product Set Page — All Categories

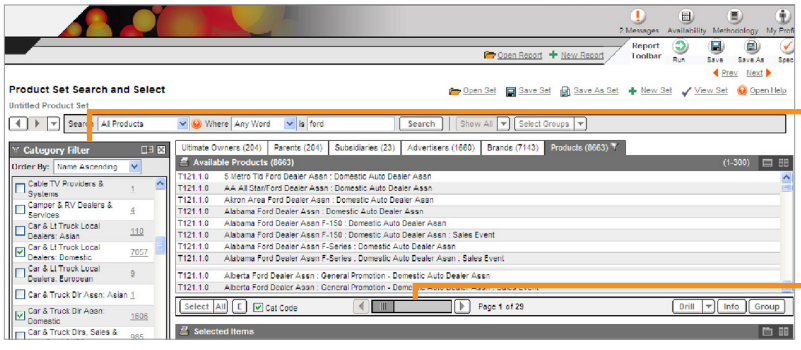


Step 4C: Product Set Page — All Products


Product Set Search and Select
Untitled Product Set
Search All Products Where Any Word is coca-cola Search
Ultimate Owners (26) Parents (26) Subsidiaries (5) Advertisers (79) Brands (159) Products (426)
Available Products (426)
A141.2.0 Coca-Cola : Sportswear Men & Women
A520.0.0 Coca-Cola : Watches
B111.7.0 American Express & Coca-Cola : Combo
B121.8.0 BMO Bank Of Montreal & Coca-Cola Zero : Combo
B129.6.0 Coca-Cola Hbc : Legal Messages
B130.0.0 Coca-Cola : Announcement
B130.0.0 Coca-Cola Co : Announcement
Page 1 of 2

Use the multiple tabs within the search results to move through available product and category selections.

Step 4D: Category Filter

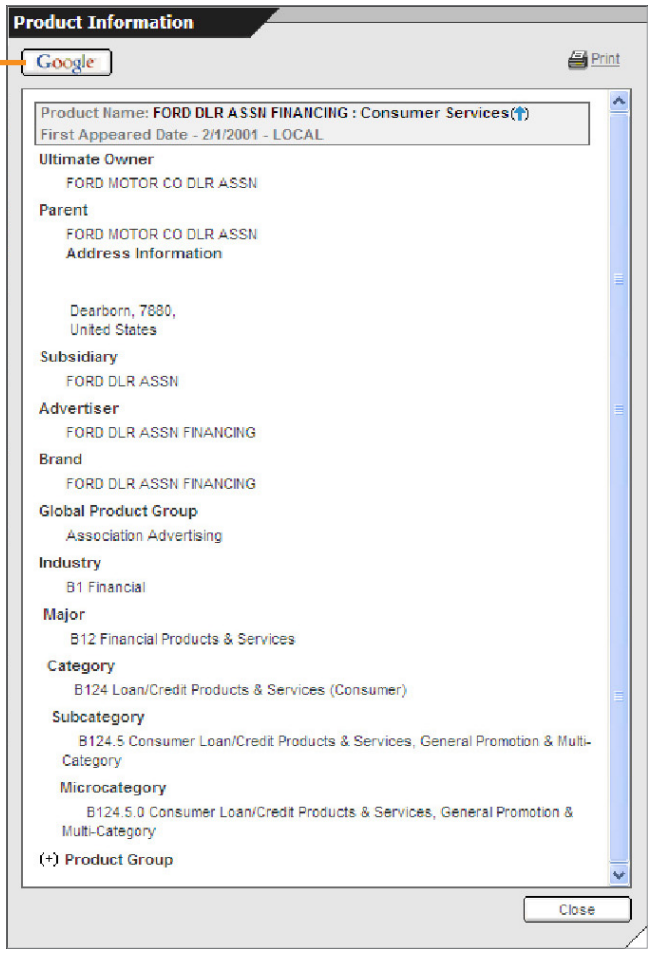


To narrow your results down, you can use the Category Filters (only available at the Product level) to exclude or include the any products in your results that fall under a particular category.

Also only available at the Product level, you can highlight a product and click Info to view a full description of how Kantar Media Intelligence categorizes the product (Category, Parent Company, Brand, etc).

Step 4E: Product Information

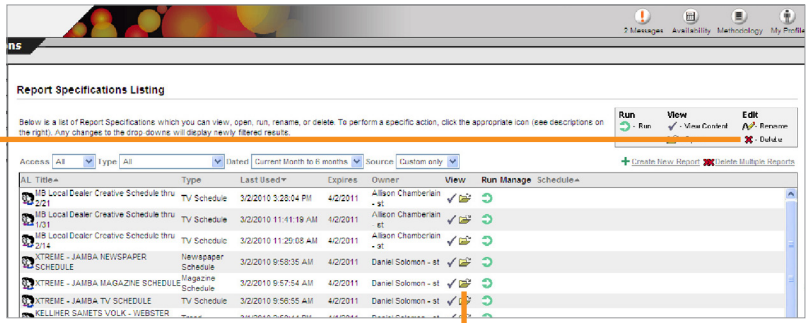
Viewing a Product's Info also gives you the ability to do a Google search of that product with one click of a button!



STEP 4F: Open/Edit Report

You can also rename your reports by clicking and delete them by clicking . However, these options are only available for those reports you have created within your Stradegy login.

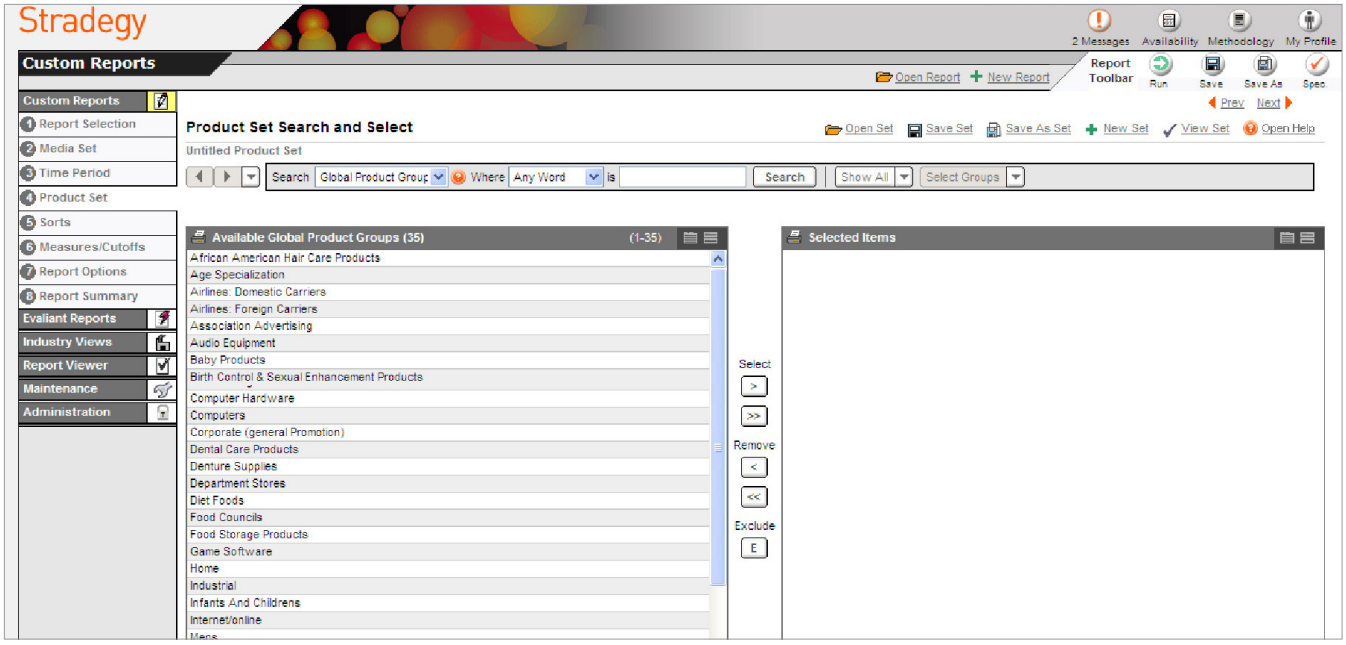
Under "Open Reports", you can access previously created and saved reports within your login. Click to view Report Specifications, click to open a report, and click to run/re-run a Report.



Step 4G: Kantar Media Intelligence Product Groups

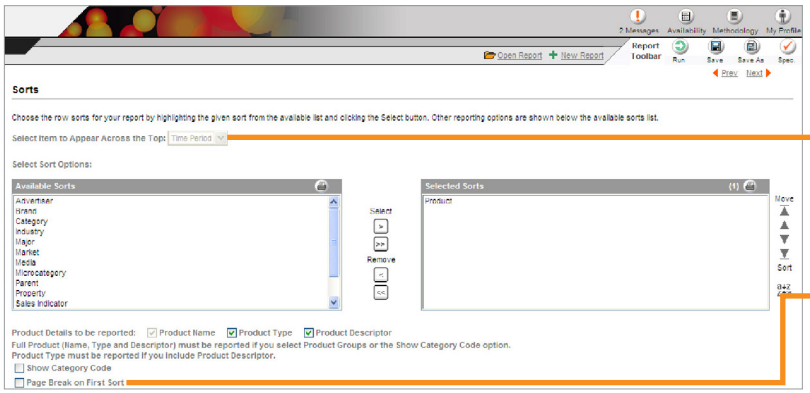
Similar Products that spread across multiple categories.

- Product Groups are similar to categories in that they are comprised of Products which are similar in either usage or intended audience. However, each product group may be within a different category. *(Example: The "Baby Products" product group includes products from several categories.)*



STEP 5: Sorts

- Choose the Sorts that you would like to appear in the rows of your report.
- The order of the Sorts will determine the organization of your report.


Sorts
Choose the row sorts for your report by highlighting the given sort from the available list and clicking the Select button. Other reporting options are shown below the available sorts list.
Select Item to Appear Across the Top:
Select Sort Options:
Available Sorts
Selected Sorts
Select
Remove
Move
Sort
Product Details to be reported:
Product Name
Product Type
Product Descriptor
Show Category Code
Page Break on First Sort

- In a Media Mix, "Media" defaults across the top. In a Trend, "Time Period" defaults across the top.
- In a Media Mix & Trend Report "Brand" will be a default Sort. Double click on it to remove it from your selection.

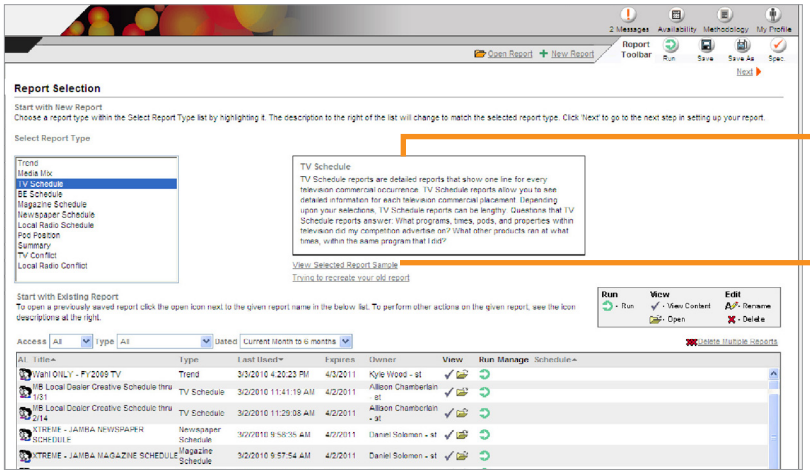
Select this option to separate newspaper ad spending vs. newspaper inserts (FSI: Free Standing Inserts)

TV Schedule Report

STEP 1: Report Selection

- To begin, highlight TV Schedule in the report type list.

1. Click **Next** and proceed to Step 2A: **Media Set.**


Report Selection
Start with New Report
Select Report Type
Trend
Media Mix
TV Schedule
BE Schedule
Magazine Schedule
Newspaper Schedule
Local Radio Schedule
Pod Position
Summary
TV Conflict
Local Radio Conflict
TV Schedule
TV Schedule reports are detailed reports that show one line for every television commercial occurrence. TV Schedule reports allow you to see detailed information for each television commercial placement. Depending upon your selections, TV Schedule reports can be lengthy. Questions that TV Schedule reports answer: What programs, times, pods, and properties within television did my competition advertise on? What other products ran at what times, within the same program that I did?
View Selected Report Sample
Trying to recreate your old report
Start with Existing Report

You can see a description of the report you've chosen in the right hand box

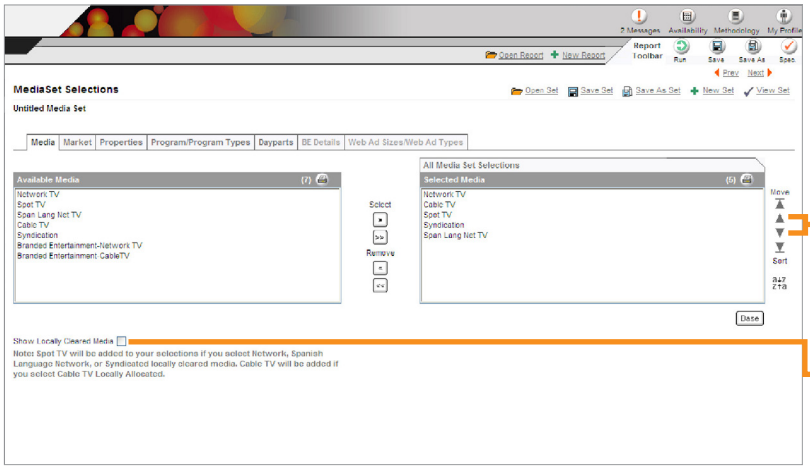
You may also view sample reports by clicking on the **View Selected Report Sample link.**

STEP 2A: Media Set

- The Media Set allows you to narrow down your selection of TV media to include in your report.
- The default is to include all TV media.

1. Click on the **Market** tab to proceed to Step 2B: **Market Tab**

- Default is to include all TV media. Double click on any medium to remove it from your selection.



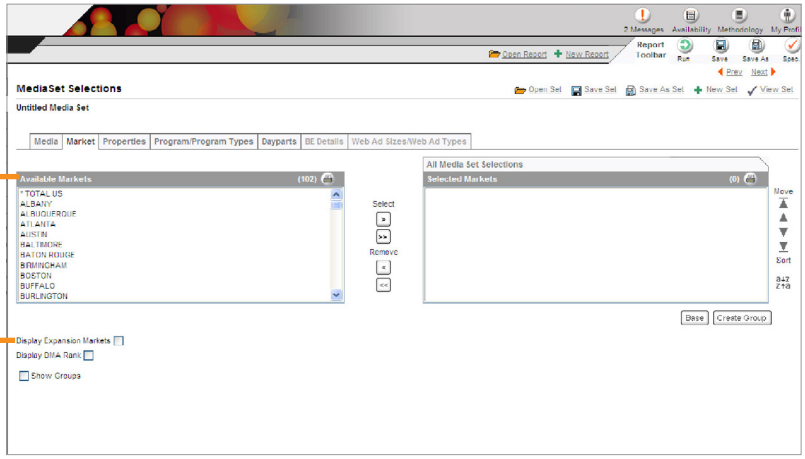
You can rearrange your selections on any page to appear in the order you choose. Highlight the selected item and use the arrows to the right to move it up or down in the list.

Click to add Local Network, Local Spanish Language, & Local Syndicated media to the list of "Available Media."

STEP 2B: Market Tab

- The Market tab allows you to limit your report to specific markets.

1. Click on the **Properties** tab to proceed to Step 2C: **Properties Tab**



"Total US" is reported as a market for all of the national media.

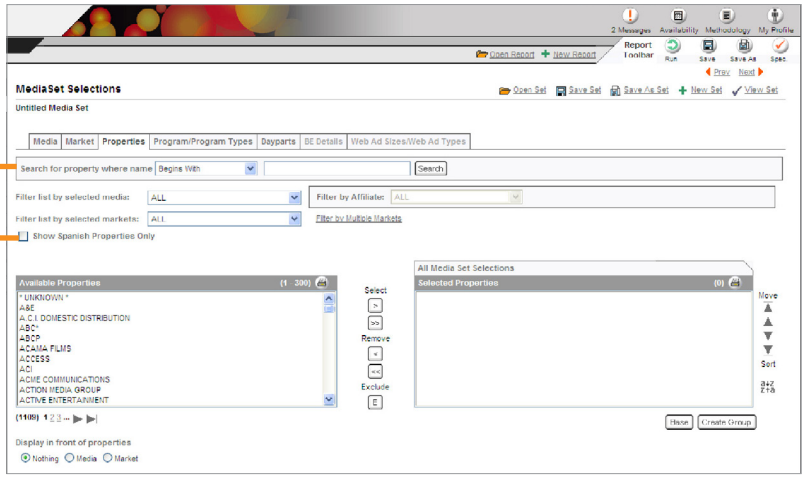
Click to rank markets by size (includes rank numbers).

- Not all markets may be visible depending on which TV media you chose in the Media tab. If you choose only a national medium, such as Network TV, you will limit your report to the "Total US" market, which is a market that represents a national audience.

STEP 2C: Properties Tab

- The Properties tab allows you to limit your TV Schedule report to specific television stations or networks.
- **Definition of Property**: Any seller of advertising space or time (e.g. a television station, newspaper, magazine, Web site etc.).

1. Click on the **Programs/Program Types** tab to proceed to Step 2D



Type a specific property name and use the dropdown menu to indicate a "begins with" or "contains" search.

Click to filter list to show only Spanish television properties.

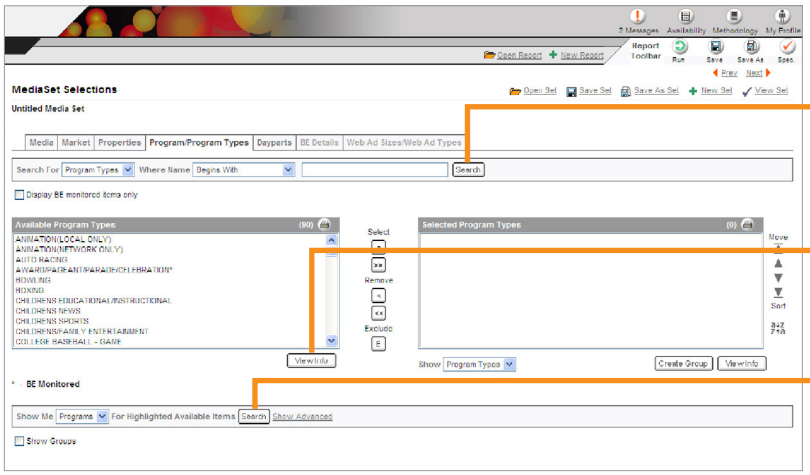
- Use the dropdown menus in the middle of the page to filter list of properties by media, market, or affiliate (if choosing Spot TV).

- All lists only show selected media.

STEP 2D: Programs/Program Types Tab

- The Programs/Program Types tab allows you to limit your TV Schedule report to specific television programs.
- Similar types of Programs are grouped into Program Types to simplify searching.

1. Click on the **Dayparts** tab to proceed to Step 2E



Type a specific Program or Program Type and use the dropdown menu to indicate a "begins with or "contains" search.

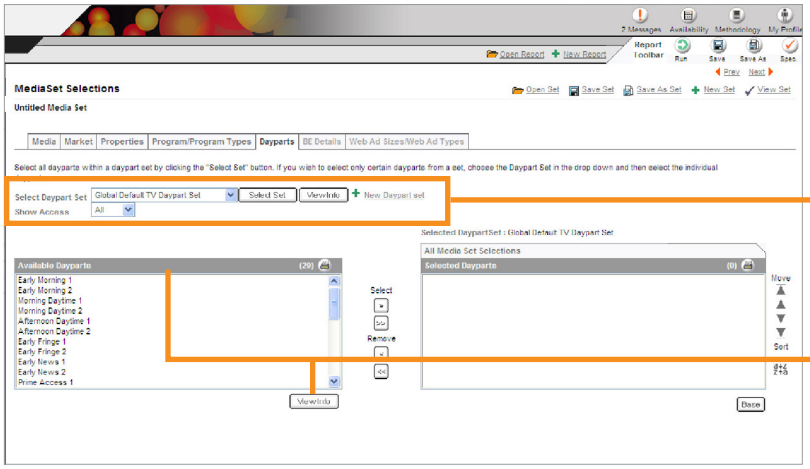
Highlight a Program Type and click button to view which Programs are grouped under that Program Type.

Highlight a Program Type and click Search to see Programs under that Program Type.

STEP 2E: Dayparts Tab

- The Dayparts tab allows you to limit your TV Schedule report to specific times of day.
- You may choose as many Dayparts for your report as you wish.

1. Click **Next** and proceed to Step 3: **Time Period**



- Select **New Daypart Set** to create and save a group of Dayparts
- Use dropdown menu to choose a previously saved Daypart Set
- Use **View Content** to see what Dayparts are contained within a saved set

Highlight a Daypart and click button to view the time period covered by the Daypart

STEP 3: Time Period

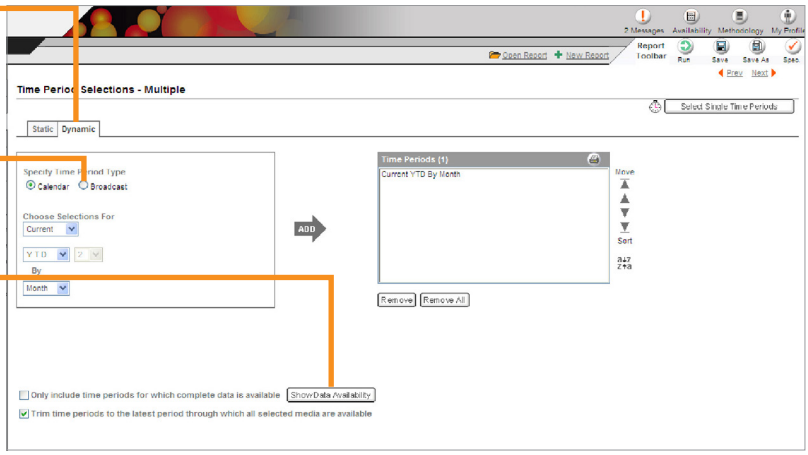
- Select a Time Period for your report.
- You may add more than one type of time period in your report. You can mix and match months, quarters, years, etc.

1. Choose a time period on the initial page or click **Select Multiple Time Periods** to go to the page below.
2. Click **Next** and proceed to Step 4: **Product Set.**

Dynamic time periods will allow you to run a report where time periods will update themselves, such as “Current Month,” “Current Year to Date,” etc.

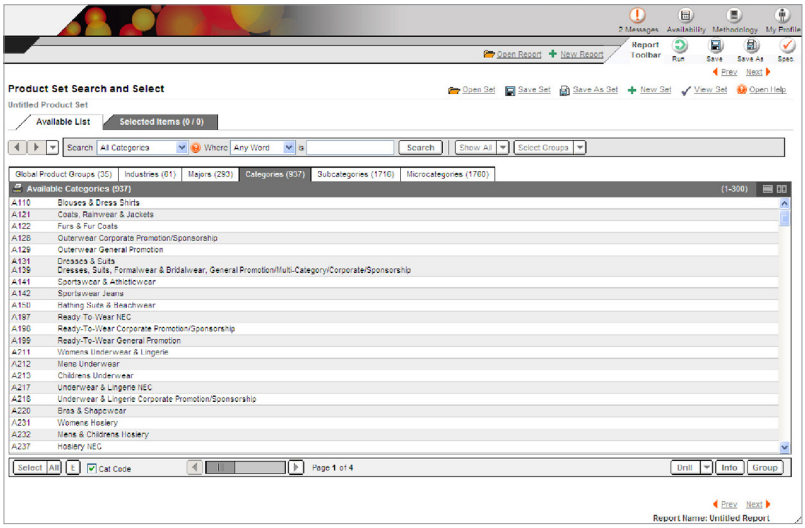
Broadcast weeks & months begin on Mondays. In order to run a report by week, you must choose the Broadcast calendar.

Click to see how recently each medium has been updated.

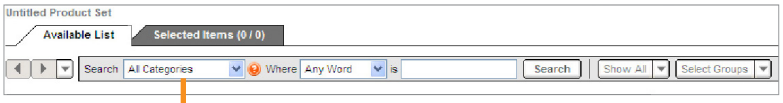


STEP 4: Product Set

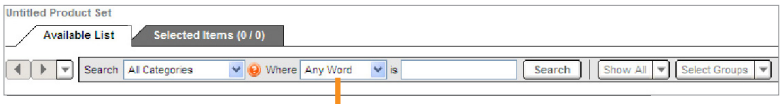
- Select a **Product** for your report.
- **Products** can be Ultimate Owners, Parent Companies, Subsidiaries, Advertisers, Brands, or Products.
- **Categories** can be Industries, Kantar Media Intelligence Product Groups, Categories, Subcategories, or Microcategories.



STEP 4A: Product Set Search

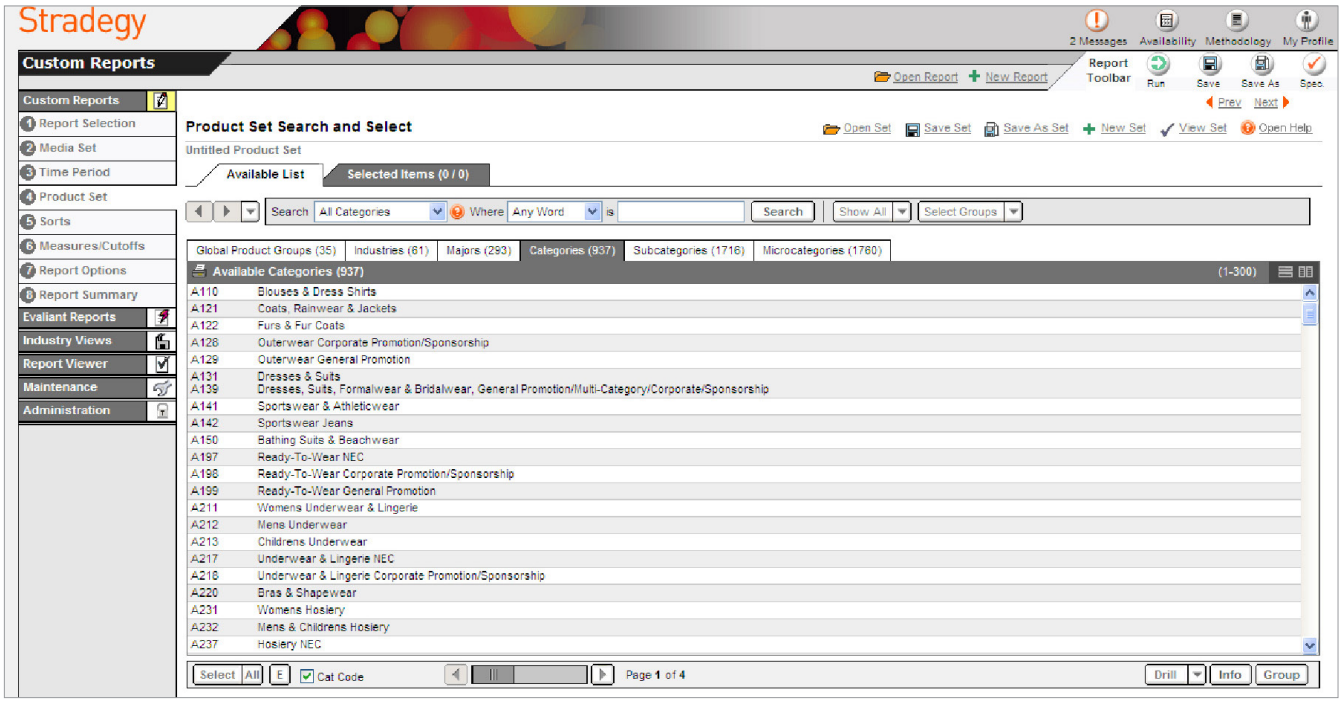


To search across All Category levels, use the 1st dropdown search menu to select All Products.



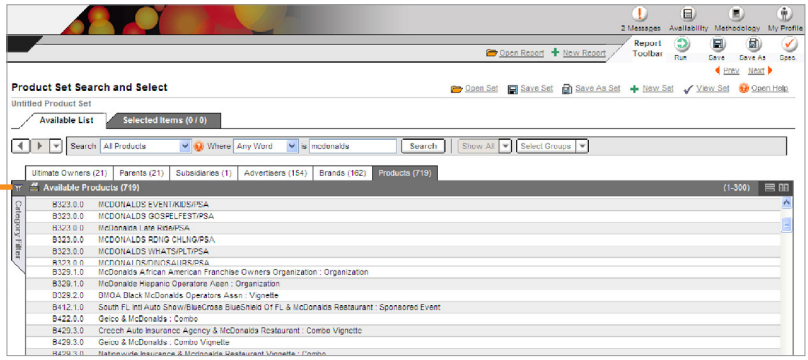
Then, use the 2nd dropdown menu to indicate a “first word” or “any word” search.

STEP 5: Product Set Page-All Categories



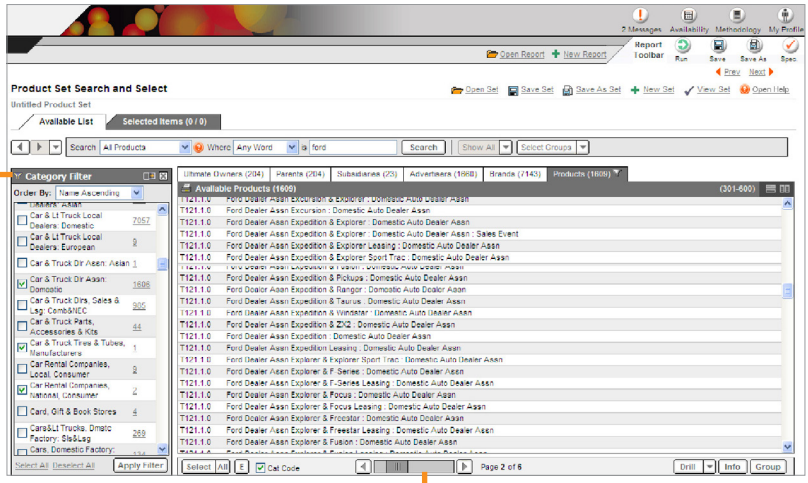
Step 5A: Product Set Page-All Products

Use the multiple tabs within the search results to move through available product and category selections.



Step 5B: Category Filter

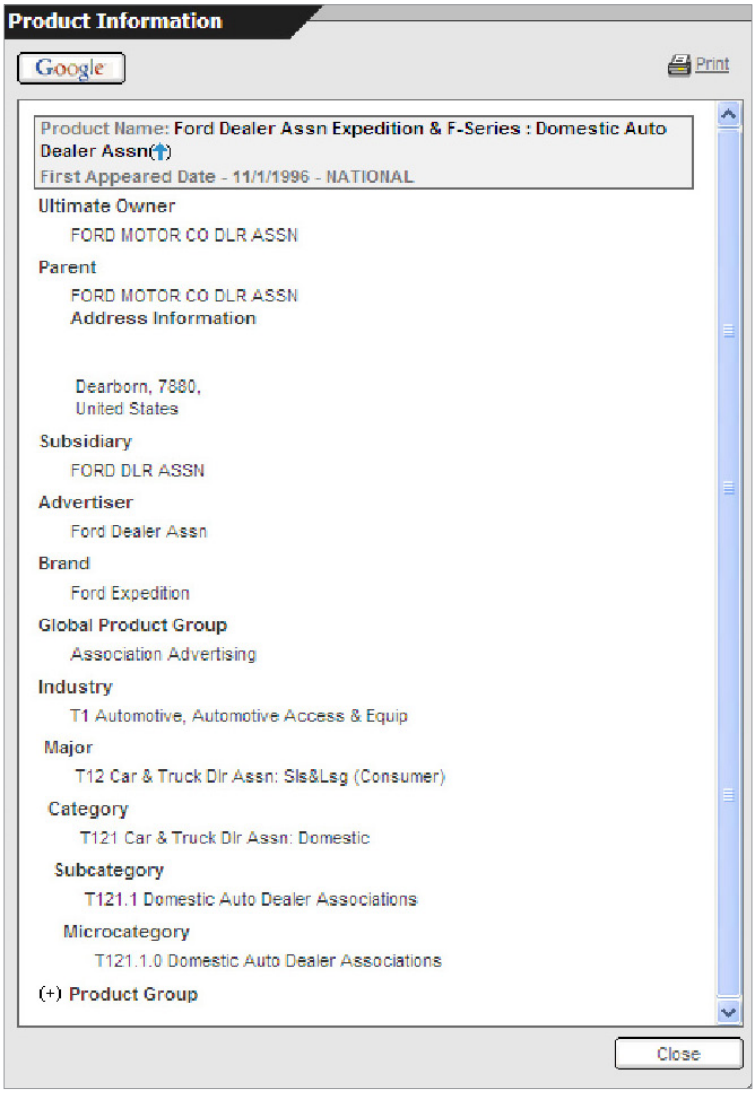
To narrow your results down, you can use the Category Filters (only available at the Product level) to exclude or include any products in your results that fall under a particular category.



Also only available at the Product level, you can highlight a product and click Info to view a full description of how Kantar Media Intelligence categorizes the product (Category, Parent Company, Brand, etc).

Step 5C: Info

Viewing a Product Info also gives you the ability to do a **Google** search of that product with one click of a button!

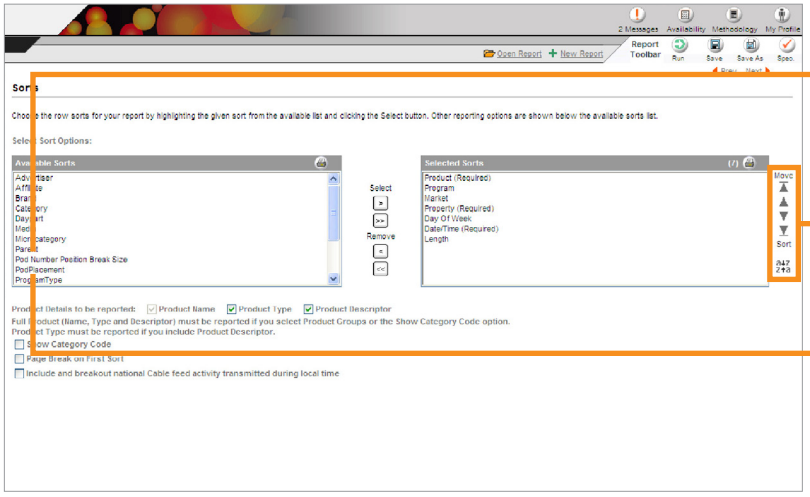


STEP 6: Sorts

- Choose the Sorts that you would like to appear in the rows of your report.
- The order of the Sorts will determine the organization of your report.

1. Click **Next** and proceed to Step 7: **Measures & Cutoffs.**

- Date/Time, Property and Brand are required sorts.
- Maximum number of Sorts in a TV schedule is twelve — eleven when TV Creative is selected.


Sorts
Choose the row sorts for your report by highlighting the given sort from the available list and clicking the Select button. Other reporting options are shown below the available sorts list.
Select Sort Options:
Available Sorts
Selected Sorts
Select
Remove
Move
Sort
Product Details to be reported:
Product Name
Product Type
Product Descriptor
Show Category Code
Page Break on First Sort
Include and breakout national Cable feed activity transmitted during local time

Pod Number Position Break Size will tell you in which commercial break the ad fell, the position the ad was within that break, and how many total ads ran within that break.

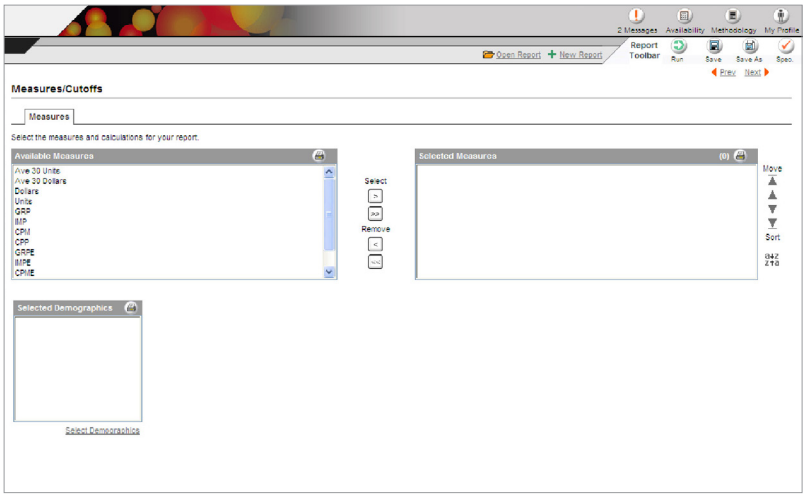
The sorts in a schedule report are actually columns. These arrows allow you to change the order of your columns.

Pod Placement will tell you whether your ad was first, last, or in the middle of the commercial break.

STEP 7: Measures & Cutoffs

- Choose the Measures that you would like to appear in your report.

Note: Not all clients have access.



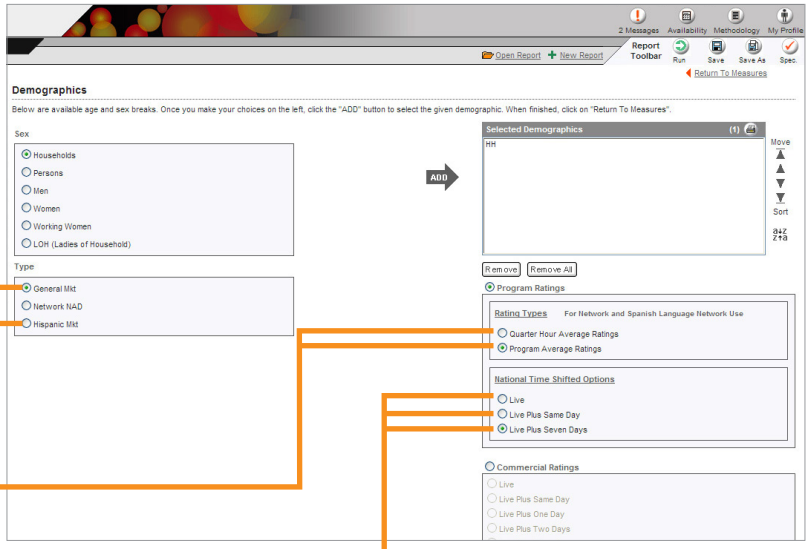
- See page 25 for Measures & Calculations Explanations

STEP 7A: Selecting Demographics and Ratings Stream

Non-Hispanic TV Properties

Hispanic TV Properties

Select Ratings Type:
- *Quarter Hour Average Ratings* – Average ratings within fifteen minute intervals
- *Program Average Ratings* – Average rating for entire program



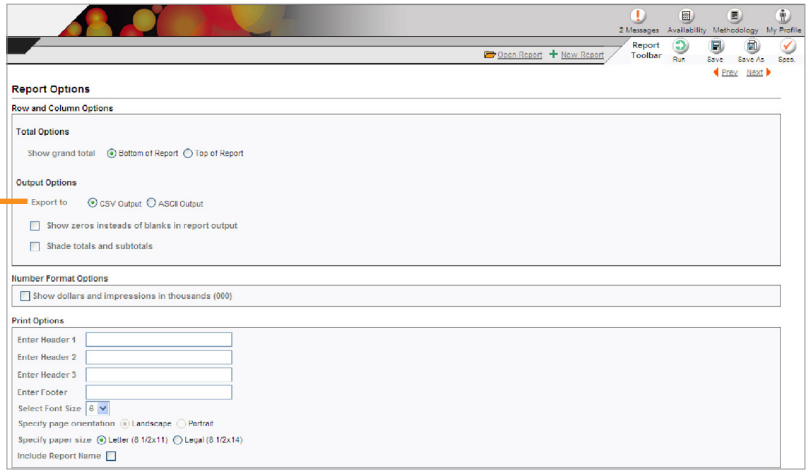
Select Ratings Stream:
- *Live* - Rating during live airing
- *Live Plus Same Day* – Rating live or same day
- *Live Plus Seven Days* – Rating live or within week

STEP 8: Report Options

- Choose how you would like the layout of your report to look

1. Click **Next** and proceed to Step 9: **Report Summary.**

Default file type is a CSV (can be opened in Excel). You can change the export to an ASCII file which is useful for databases.



STEP 9: Report Summary

- Double check your selections to make sure everything you've chosen is correct.

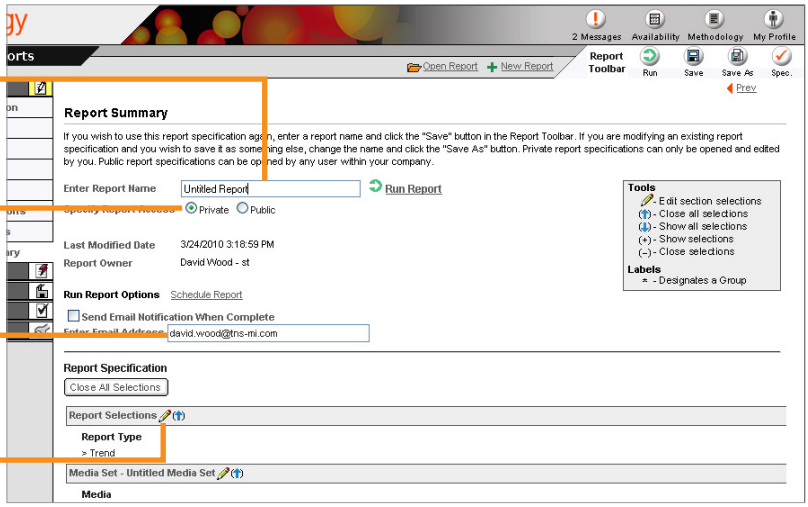
1. Final step: click **Run Report** to save your new report title and begin pulling your data.

Add a title to your report. This will allow you to view, rerun, or modify your report in the future.

Specify a "Private" or "Public" report. Specs for Public reports can be viewed and used (but not modified) by anyone within your office.

Enter your e-mail address and check the box to receive an e-mail notification when your report is finished running.

Click on the pencil icon to modify any portion of your report.

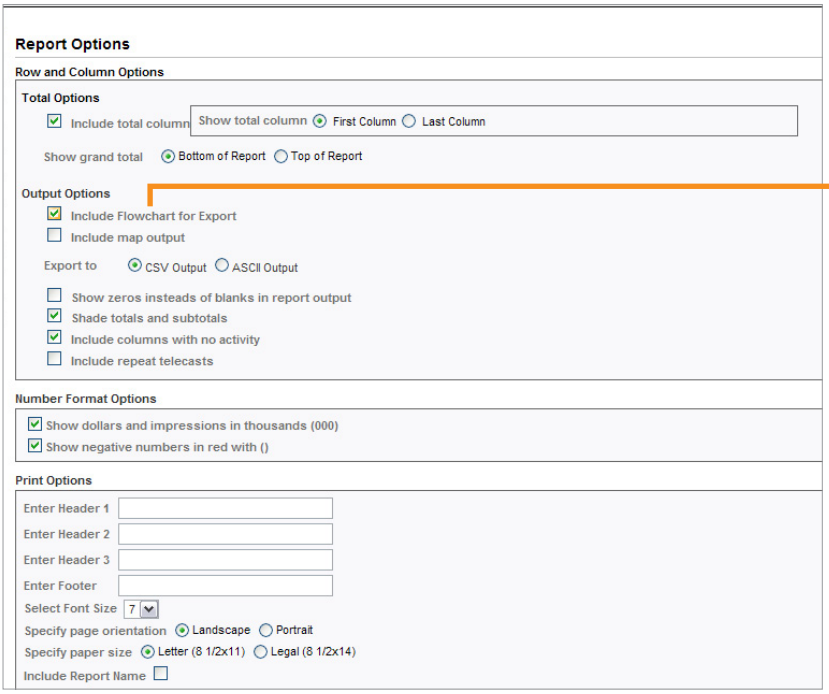


STEP 10: How to Export to a Flowchart

- Stradegy produces flowchart output in .flo format. The following software providers currently accept this format: GoChart (Stone House Systems), Composer (IMS), Mediatools (Workhorse Software), and FlowMaster (Telmar).
- Exporting to a flowchart file is just like exporting to a spreadsheet. You may specify the file name in the Output tab prior to running, or set it after the report has completed.

1. From STEP 8: **Report Options** select **Include Columns with no Activity** on the **Sorts/Ranking** tab. Check the **Include Flowchart for Export** box.

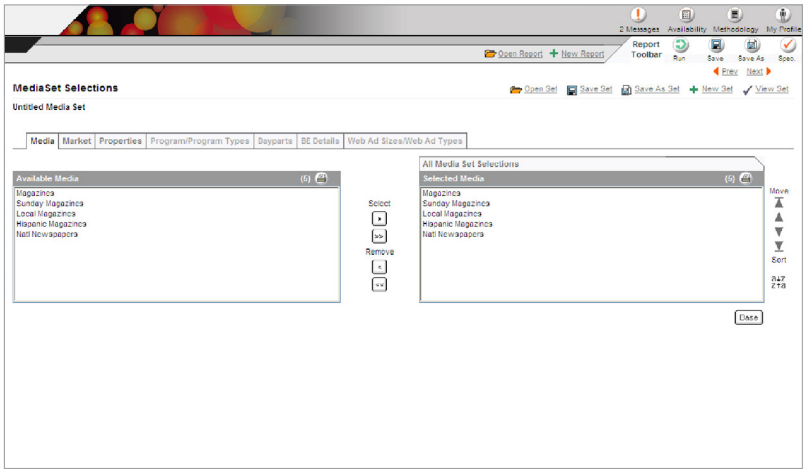
2. From STEP 9: **Report Summary**, the Flowchart icon is next to the traditional **.pdf** and **spreadsheet** outputs in the **Report Viewer**. Save the flowchart file, and open it with one of the four flowcharting software providers listed above.



- Flowcharts work only with Trend reports.
- Time periods must be weekly, monthly or quarterly.
- You may select up to four sorts with this feature.
- Valid measurements are Units, Dollars, IMPs and GRPs.
- One demographic may be selected.

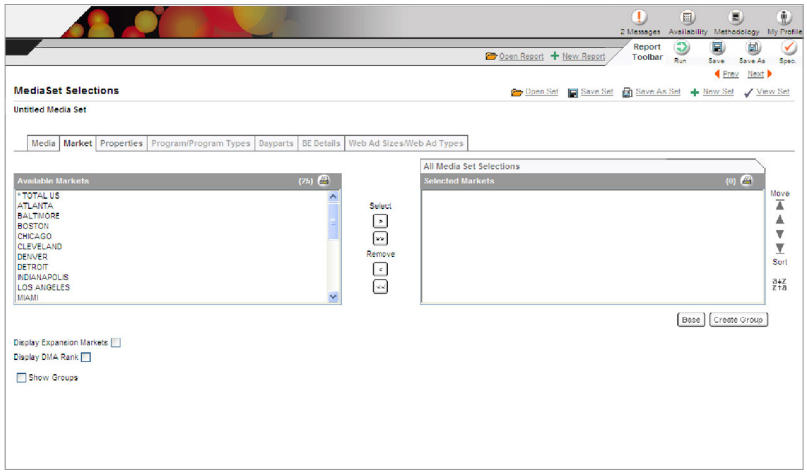
Magazine Schedule

STEP 2A: Media Set



- Default is to include all Magazine media. Double click on any medium to remove it from your selection.
- In order to see Magazine Creative in a schedule, you should not have Local Magazines or BtoB Magazines selected. You can only select Magazine Creative with Magazines, Hispanic Magazines, and Sunday Magazines selected.

STEP 2B: Market Tab

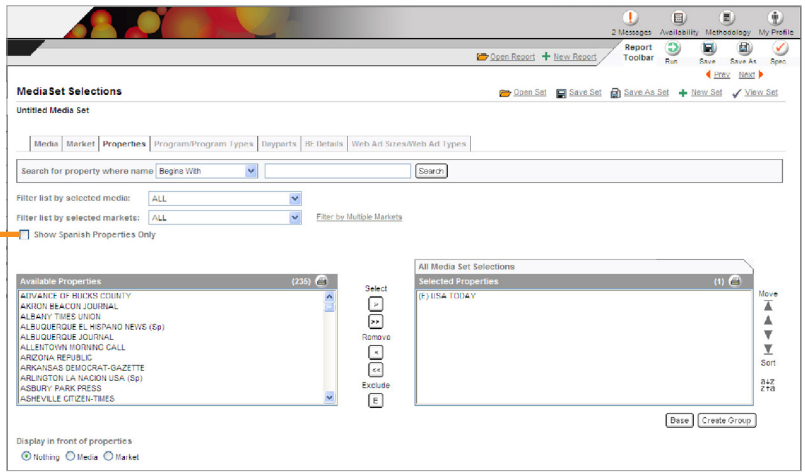


- "Total US" is the only market available for magazine data.

STEP 2C: Properties Tab

- List of Properties is filtered to only include Magazine titles from the magazine media included.

Place checkmark here to narrow list down to Hispanic properties only.

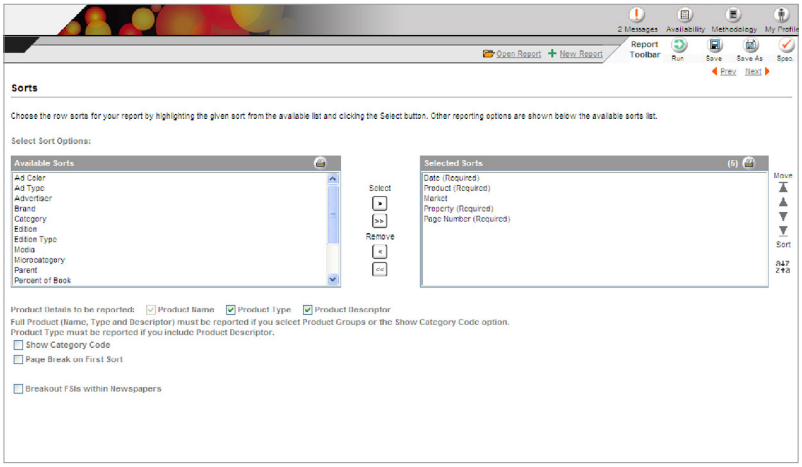


STEP 6: Sorts

- There are four required sorts that must always be included in a Magazine Schedule Report:
  - Date
  - Property
  - Brand
  - Page Number

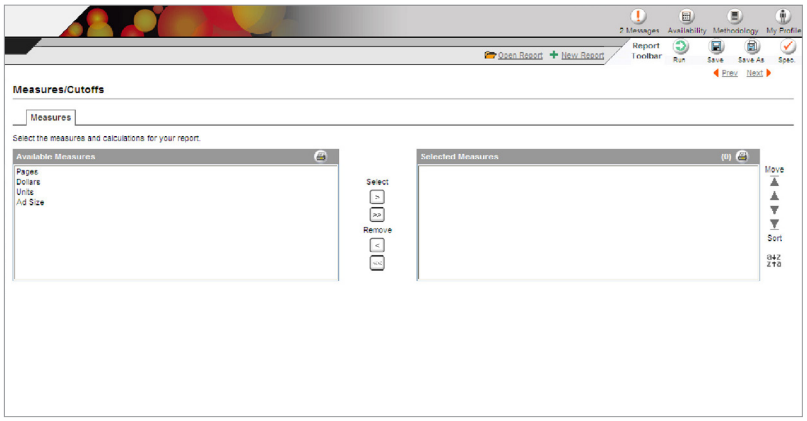
You may use the arrows on the right to change the order of the sorts.

- Maximum number of Sorts in a magazine schedule is twelve — eleven when Magazine Creative is selected.



STEP 7: Measures & Cutoffs

- Choose the Measures that you would like to appear in your report.

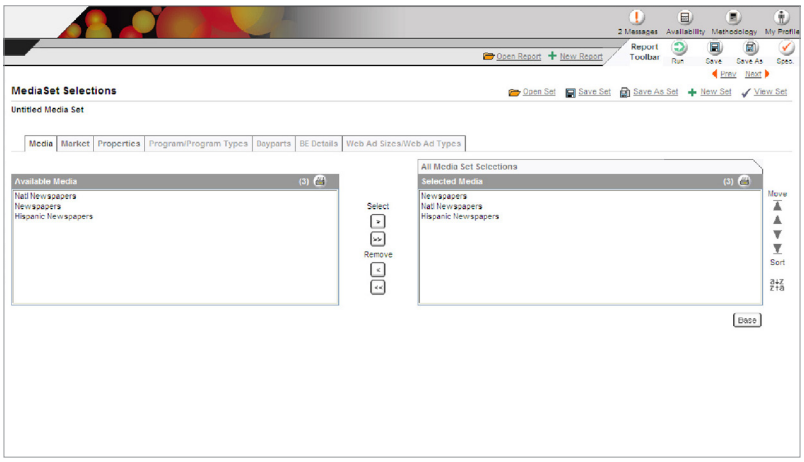


- See page 25 for Measures & Calculations Explanations

Newspaper Schedule

STEP 2A: Media Set

- Default is to include all Newspaper media. Double click on any medium to remove it from your selection.



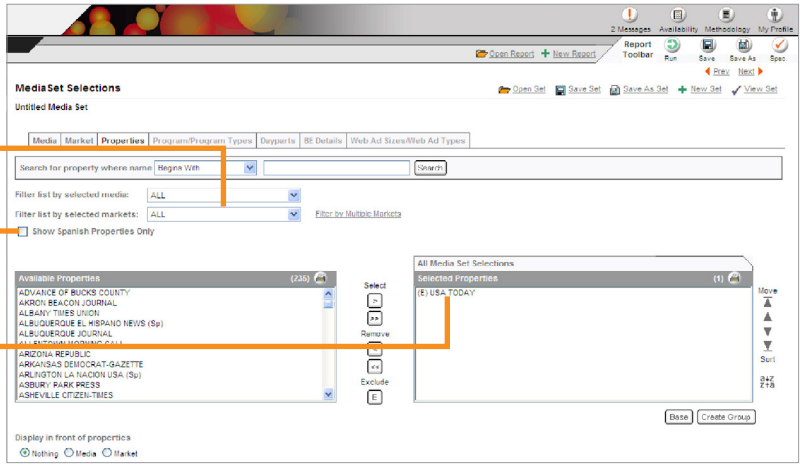
STEP 2B: Properties Tab

- List of Properties is filtered to only include Newspapers titles.

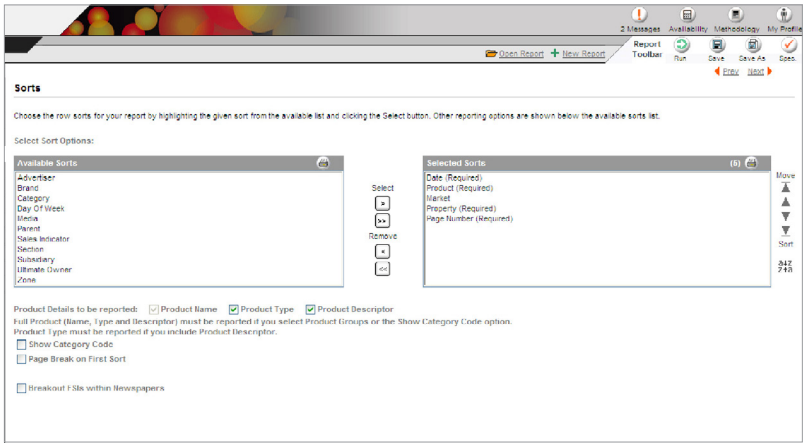
Use this pull down menu to filter list by market.

Place check mark here to narrow down list to Hispanic newspapers.

"*Wall Street Journal*" & "*USA Today*" are excluded by default because they are treated as Magazines.



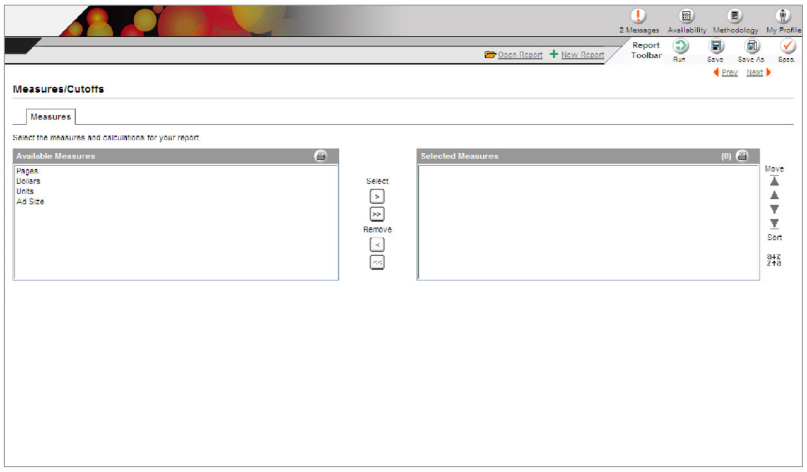
STEP 6: Sorts



- There are four Required Sorts that must always be included in a Newspaper Schedule Report:
  - Property
  - Date
  - Brand
  - Page Number

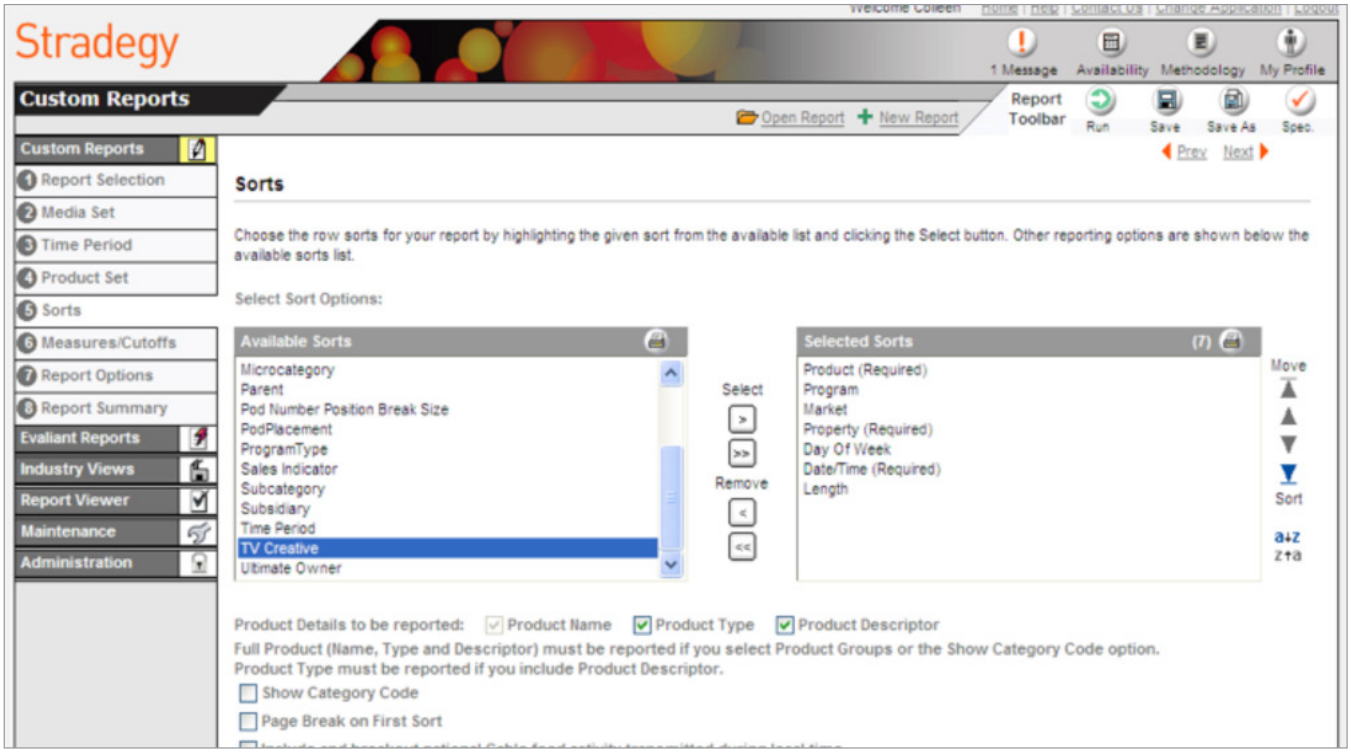
STEP 7: Measures & Cutoffs

- Choose the Measures that you would like to appear in your report.



- See page 25 for Measures & Calculations Explanations

Viewing Television Creative



1. Select Report Type
(Trend, Media Mix, Summary, TV Schedule)

2. Select Media Set
Pick and choose from any or all of the following*

- Network TV
- Spot TV
- Spanish Language Network TV
- Cable TV
- Syndication

Note: In order to see the media listed below you need to check the Show Locally Cleared Media box

- Network TV Locally Cleared
- Syndication Locally Cleared
- Spanish Language Network TV Locally Cleared
- Cable TV – Locally Allocated

Note: Do not include any additional media types.

3. Select Time Period

4. Select Product Set

5. Select Sorts

- Include TV Creative within sorts

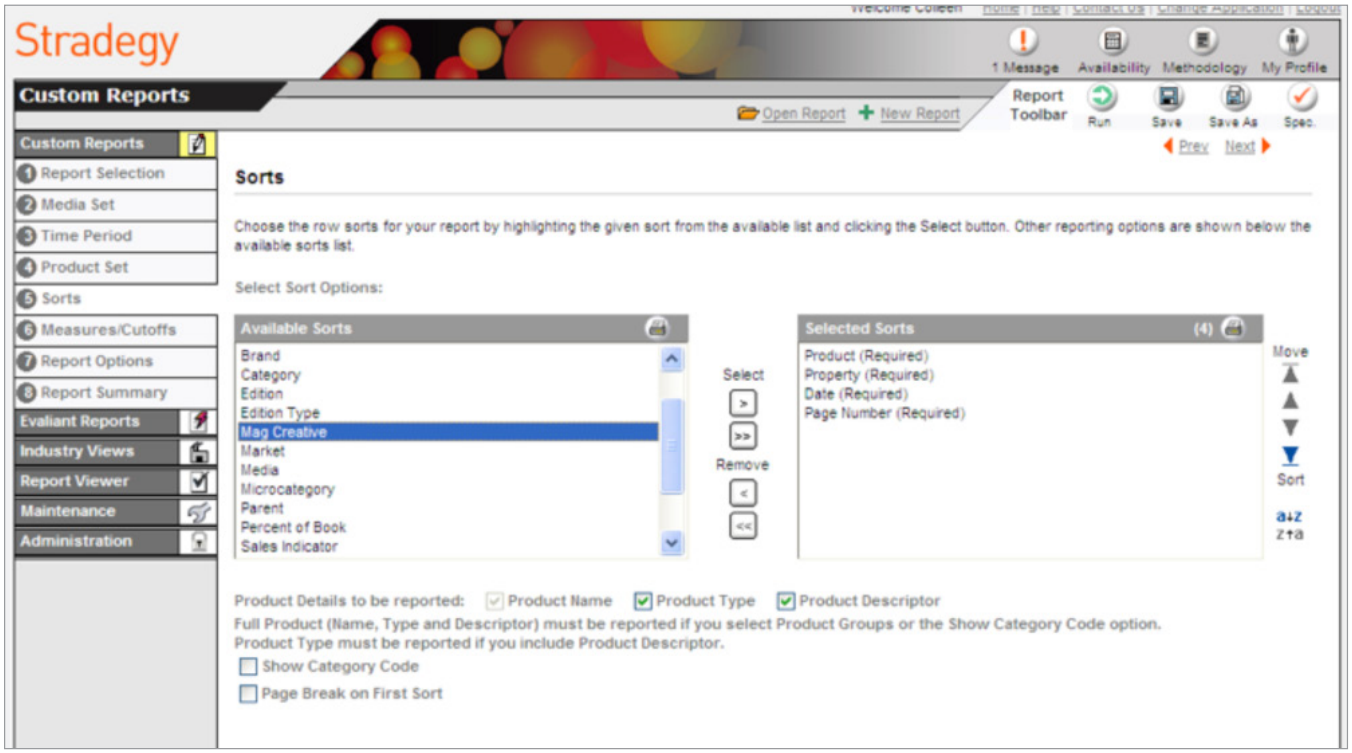
6. Select Measures/Cutoffs

7. Report Summary/Run Report

8. Select Sorts

- Include TV Creative within sorts

Viewing Magazine Creative



1. Select Report Type
(Trend, Media Mix, Summary, Magazine Schedule)
2. Select Media Set*
Pick and choose from any or all the following*

- Magazines
- Sunday Magazines
- Hispanic Magazines
- Local Magazines
- Syndication

Note: Do not include any additional media types.

3. Select Time Period
4. Select Product Set
5. Select Sorts

- Include Magazine Creative within sorts

6. Select Measures/Cutoffs
7. Report Options
8. Report Summary – Run Report

- Creative is available for viewing in the PDF format of the report. Simply click the creative name to view.

Stradegy Measures & Calculations Explanations

Measures

1. # - Units: *Units* are simply the number of advertisements placed. There is no weighting (based on spot length, size, etc.) at all. Units are also called "placements."

2. $ - Expenditures: *Expenditures* are the dollars attributed to the given amount of advertising. Expenditures do not take into account volume discounts or sales commissions. Expenditures are "Gross" dollars. Expenditures are stated in 1,000s within Trend, Media Mix, Pod Position, and Summary. You are given an option of 1,000s or actual numbers for all other report types.

3. Seconds: *Total Seconds* of advertising within television.

4. NEQ Pages/Inches: *Nationally Equivalized Pages* or *Inches*. NEQ Pages/Inches weight the number of pages (for magazines), or inches (for newspapers) based on the size of the ad multiplied by the percentage of circulation where the ad appeared.

5. IMPs: *Impressions* are a ratings measure and will only be seen by those subscribing to either Nielsen or MRI ratings. Impressions are raw numbers of people who saw a given ad. Impressions are stated in 1,000s within Trend, Media Mix, Pod Position, and Summary Reports. You are given an option of 1,000s or actual numbers on TV Conflict, TV Schedule, and Magazine Schedule Reports.

6. GRPs: *Gross Ratings Points* weight Impressions by population. Within magazines this is somewhat irrelevant as the Total US population is used for all GRP calculations. GRPs are not added across markets within television as the population of the different markets varies. Keep in mind that Stradegy only shows the user the first digit after the decimal point for GRPs.

7. CPP: *Cost per Rating Point*. CPP are generated by dividing the Expenditures by GRPs. Keep in mind that Stradegy only shows the user the first digit after the decimal point for GRPs. Therefore the CPP reported will be more accurate than deriving it from the GRP measure by hand. This gives you a measure of the efficiency of the media buy.

8. CPM: *Cost per Thousand Impressions*. CPM are generated by dividing Expenditures by (Impressions x 1,000). Impressions within Stradegy are stated in 1,000s, except in schedule report types where it's an option. Therefore to verify that the calculation is correct it will not be necessary to multiply Impressions by 1,000 except on schedule reports.

9. Avg 30#: *Average 30 Second Units*. Average 30 Second Units are calculated by dividing the total Seconds within the report by 30. Generally this will give 1/2 the value to a 15 second spot, 2X the value for a 60 second spot and so on.

10. Avg 30$: *Average 30 Second Expenditures*. Average 30 Second Dollars are calculated by dividing Expenditures by Average 30 Second Units. This will average the expenditures to a 30 second rate.

11. IMPE: *30 Second Equivalized Impressions*. These are calculated by dividing the spot length by 30 and then multiplying the Impressions for each spot by the given factor. This equivalizes the Impressions for the given spot to a 30 second rate. These are then added for the given report to get a total. IMPE for a 60 second spot should be twice the Impressions and IMPE for 15 second spot should be 1/2 the Impressions.

12. GRPE: *30 Second Equivalized Ratings*. These are calculated by dividing the Equivalized Impressions by the population for the market. GRPE for a 60 second spot should be twice the GRPs and GRPE for a 15 second spot should be 1/2 the GRPs (this may vary slightly due to rounding).

13. CPPE: *30 Second Equivalized Cost per Ratings Point*. These are calculated by dividing Expenditures by Equivalized Ratings.

14. CPME: *30 Second Equivalized Cost per Thousand Impressions*. These are calculated by dividing Expenditures by Equivalized Impressions X 1,000.

Calculations

1. Difference: *Difference* shows the difference between the given column and the base column* as a pure numeric difference.

2. Difference %: *Difference Percent* shows the percent difference between the given column and the base column* as a percentage.

3. Growth: *Growth* shows the change from time period to time period as a pure numeric difference. Note that base column selection is not necessary due to the fact that growth will always compare a time period to the immediate predecessor. Growth is only available in Trend Reports.

4. Growth %: *Growth Percent* shows the percent change from time period to time period as a percentage. Note that base column selection is not necessary due to the fact that growth will always compare a time period to the immediate predecessor. Growth % is only available in Trend Reports.

5. % Across: *Percent Across* compares the numbers within the column to the report's total for the given measure as a percentage. This gives the percentage total that the given column accounts for in the selected measure.

6. Index: *Index* divides by the total for a given row and multiplies by 100.

7. % Down: *Percent Down* compares the numbers within the row to the subtotal for the report for the given measure. This gives the percentage of the subtotal that the given row accounts for the selected measure. For example if sorting by Parent then Brand, % Down on expenditures would show the expenditures as a percentage within each parent for the brand.

8. % Down Grand Total: *Percent Down* compares the numbers within the row to the total for the report for the given measure. This gives the percentage of the total that the given row accounts for the selected measure.

**Base Column: the column designated by the user to calculate differences from. Note that if a base column is not designated (within the time period tab for trend reports, within the applicable column in the Finder for Media Usage) then the Total column will be used.*

Terms & Definitions

Actual Rating
Actual ratings are ratings that are based on the current years book for Spot Television. Actual Ratings replace estimated ratings (see below) when they become available. Note that actual ratings are based on the 1/2 hour ratings book for the given month if surveyed. If not, the most recent ratings book for the given market from the same quarter is used. The exception is September which uses Fourth Quarter ratings books due to the new television season. Local People Meter (LPM) markets, which are surveyed 50 of 52 weeks of the year, will use the LPM data for the 1/2 hour ratings estimates.

Ad Size
Absolute size of a magazine insertion. Not pro-rated based on circulation.

Ad Type
Description of an ad based on specific attributes. *Examples include Scentstrips, Web site, and Insert.*

Advertiser
Identifies the payer of a given occurrence. In cases where 'Who' is paying is the same as 'Who' is advertising, the Advertiser and Brand share the same name. An Advertiser can be associated with multiple Parent Companies, Subsidiaries, Brands, Products, and Categories. *Example: Citi*

ALL
If there have not been any selections made, we display "ALL" which means everything is automatically selected

All other-ranking
When ranking and limiting to the Top "N", there is an option for an All Other total which would group together the remaining activity beyond the top "N".

Bleed
To run a color or colors off the outside edge of a page.

Brand
Identifies who is advertising. The Brand name can include subbrands and brand lines. A Brand can be associated with multiple Parent Companies, Subsidiaries, Advertisers, Products, and Categories. *Example: Citi Upromise*

Cable Cue Tones
National Cable feed activity transmitted during time designated for local commercial breaks.

Category
A Kantar Media Intelligence grouping of similar Products. The Category level is below the Major level. Some Categories are divided into further levels of detail as Subcategories and Microcategories. Each product belongs to only one category. *Example: Investment Products & Services*

Commonly Used Abbreviations

ADV	Advertising or Advertisement
ASSN	Association
CO	Company
CORP	Corporate
COS	Companies
CP	Corporate Promotion
DISC	Discount
DOM	Domestic
DOW	Day of Week
DR	Direct Response
FSI	Free Standing Insert
HISP	Hispanic
LOH	Ladies of the Household
LTD	Limited
M	Men
M&W	Men and Women
MA	Mergers and Acquisitions
PDTS	Products
RTS	Ready to Serve
RTW	Ready to Wear
VAR	Various
W	Women
WW	Working Women

Cutoff
Setting a number below or above which activity will not be reported. For example, reporting only brands that spent more than $100,000 and less than $1,000,000. Available as a tab within the measures/calcs page. Note that you must rank in order to cutoff within reports.

Daypart
A segment of a broadcast day. Kantar Media Intelligence has 29 Building Block Dayparts. You can combine these together to create new dayparts. In addition custom dayparts can be made available upon request. Reports with custom dayparts will take longer to run.

Daypart Set
A container for dayparts. Kantar Media Intelligence 's default daypart set consists of 29 Dayparts. In a report, you can choose to select an entire Daypart Set or specific dayparts from a set. You cannot choose more than one daypart set for a report and you cannot have time overlap within a daypart set.

Dynamic Time Periods
These change based on data availability so you do not have to continually change your time periods. These can be a single time period or multiple time periods such as current month and current year broken out by month.

Edition
The edition name where the given ad placement appeared provided by the publisher. Dollars for non-national ad placements are pro-rated based on circulation, however ratings are not.

Edition Type
Descriptor of the edition for the magazine. Edition types are regional, demographic, or national.

Estimated Rating
An estimated rating is for a commercial for which ratings data was not yet available. Estimates are based on actual ratings from the same calendar quarter of the previous year. One exception exists for September local ratings, which are estimated from the fourth quarter book.

Expansion Markets
Markets added after January 1st, 2007, typically ranked below the standard US top 100 markets based on advertising expenditures.

Full Run
An advertisement that reaches 100% of the newspaper's circulation.

Grand Total
Total for all items within the report. Grand totals can be at the top or bottom of the report, set within the Report Options page.

Groups
A combination of the same entity type (i.e. brands) to show on a report as one item.

Inches
Measure of newspaper ad size. Not pro-rated based on the circulation of the given ad.

Industry
The highest level of category classification. Industries are one level above majors. Each product belongs to only one industry. *Example: Financial*

Inserts (*also known as Preprints*)
Store circulars that are packaged and delivered with newspapers. Can include coupon inserts as well, which are attributed to the printer (e.g. Valassis).

Length
Television commercial length.

Major
Major is the second-highest level of category classification. Majors are below the Industry level and above the Category level. Each product belongs to only one major. *Example: Financial Products & Services*

Microcategory
The lowest level of categorization within the Kantar Media Intelligence hierarchy. Microcategories are only broken out for certain Subcategories. When the Microcategory level is not broken out, it has the same name as the Subcategory above it for reporting purposes and contains the same products as the Subcategory. *Example: Mutual Funds-Stocks & Bonds*

MRI
Magazine readership information from Mediamark Research Inc. (MRI), the leader in magazine audience research.

National Audience Demographics Report™ (NAD)
Provides a multi-dimensional picture of the television audience. It is updated monthly. The NAD report covers broadcast network.

Nielsen Hispanic Station Index™ (NHSI)
Provides Spot TV viewing information for Spanish-language television stations in 16 markets with significant Hispanic populations.

Nielsen Hispanic Television Index™ (NHTI)
A Nielsen Media Research division primarily servicing the Hispanic Television Market. NHTI uses data accumulated from a separate People Meter sample consisting of approximately 1,000 Hispanic households.

Nielsen Home Video Index™ (NHI)
A Nielsen Media Research division primarily servicing the cable industry (basic and pay) as well as local cable operators. At present, NHI measures 40+ basic cable and pay cable networks. NHI uses data accumulated from the national People Meter sample.

Nielsen Station Index™ (NSI)
A Nielsen Media Research division primarily servicing local stations, advertisers, advertising agencies, syndicators and producers with data from diaries or meter/diary samples. NSI conducts four "sweeps" a year in which all local markets are measured as well as three mini-sweeps for the major markets (October, January and March).

Nielsen Syndication Service™ (NSS)
A Nielsen Media Research division primarily servicing producers, national syndicators as well as unwired networks, vignettes and program producers. NSS uses data accumulated from the national People Meter sample.

Nielsen Television Index™ (NTI)
A Nielsen Media Research division primarily servicing the six broadcast networks, advertisers and advertising agencies. NTI uses data accumulated from national People Meter sample.

Not-Itemized
Not-Itemized advertising does not receive a specific Brand. Examples of this include the following: Classified Ads and advertising in directories including Schools & Camps, Financial, Kennels, Game Breeders, Where-To-Go, Real Estate, Restaurants, Hotels & Resorts, Postage Stamps & Coins, Business Propositions, etc.

Parent
Identifies the company which owns an advertised Product. *Example: Citigroup Inc.*

Parent Company
Represents the company that produces/markets/distributes – and is usually the source of the ad dollars for individual brands. Each brand or account has one parent company. If a brand or accounts' parent company is not known it will be placed under 'Parent Unknown'. Note that 'Parent Unknown' will not show as an available parent within Product Sets.

Part Run Zone
An advertisement that appears in only part of the various zonal editions and thus reaches only a portion of the newspaper's circulation.

Pod Number
The sequential number of the commercial break within a program.

Pod Placement
The relative position of a commercial within a commercial break. Commercials will have First, First Non-Promo, Middle, Last, and Last Non-Promo associated with each television placement.

Pod Position
The sequential number within a pod where a given commercial occurrence took place. When followed by a 'B' the given position within a national market occurred after a break.

Pod Size
The total number of pod positions within a pod. Available on TV Schedule and Pod Position Reports. When coupled with Pod Position shows the relative placement of the given occurrence within the commercial break.

Product
The core field used by Kantar Media Intelligence to describe who and what is being advertised. Product is formed by combining Product Name, Product Type and Product Descriptor(s) into a single reporting field. *The three elements of Product are be separated by a colon (":") in reporting. Example: Citi Upromise Platinum : Personal Credit Card : MasterCard*

Product Descriptor
Indicates additional descriptive details about the product that do not belong in the Product Name, such as form, flavor or model. Included for products within specific categories. *Example: MasterCard*

Product Name
The name of the Product being advertised. *Example: Citi Upromise Platinum*

Product Sets
A container of product related selections including special class, industry, major, category, parent company, subsidiary, and brand. Product sets can be saved so they can be reused for other reports. If you don't want to reuse a product set, you would just make selections and continue. If you want to reuse it, you would save and name it.

Product Type
A generic term that indicates what the product is, often reflecting the category of the Product. *Example: Personal Credit Card*

Promos
Broadcast announcements touting a program airing. Placement can be paid or unpaid. Promos are not included within Stradegy, however they are used to provide Pod Placement data.

Property
The seller of advertising space or time (e.g. a television station, newspaper, Web site etc.). For any medium that does not have property detail the market medium is shown. *For example, the property for local radio NY, would be New York Local Radio.*

PSA (Public Service Announcements)
Ads created to convey a public service. Placement can be paid or unpaid.

Public Report
Specifications, Product Sets, Media Sets, Daypart Sets, Groups, and Report Results can be shared across your company. When you save, you would change to the public option. Public items are public read-only, meaning only the owner can modify them. All other users can use them as is or save under another name.

Ranking
Ordering a report based on the selected measure in a descending order. User can also select Top "N" such as Top 25 which limits the report.

Ratings/Demographics

General Market: Represents the entire universe of individuals expressed as a TV audience, regardless of demographic breakout

Hispanic Market: Represents the entire universe of Hispanic TV Households to be expressed as a TV audience. Hispanic Households are defined as homes or living units with a Hispanic individual identified as the Head of the Household

Household: Represents the number of individual or group of individuals occupying a house, home or living unit to be expressed as a TV audience measure

Men: Represents the number of adult male individuals (18+) to be expressed as a TV audience measure

Persons: Represents the number of total individuals to be expressed as a TV audience measure

Women: Represents the number of adult female individuals (18+) to be expressed as a TV audience measure

Working Women: Represents the number of adult female individuals (18+) that work 30+ hours a week to be expressed as a TV audience measure.

Sections
The content-defined portions of a newspaper (e.g. sports, news, arts). Sections vary by publication.

Special Class
An additional attribute on a brand to group brands across categories. Some examples of Special Classes are Corporate Promotion brands or Online brands.

Static Time Period
Specifically defined time periods that do not change.

Subcategory
The second-lowest level of categorization within the Kantar Media Intelligence hierarchy. The Subcategory level is below the Category level and above the Microcategory level. Subcategories are only broken out for certain Categories. When the Subcategory level is not broken out, the Subcategory has the same name as the Category above it for reporting purposes and contains the same products as the Category. *Example: Mutual Funds*

Subsidiaries
The immediate owner of an advertised Product.
The Subsidiary is one level below the Parent level.
Example: Citibank

Subtotals
Intermediate totals within the report. The default is to subtotal all sorts except the innermost. These can be deselected on the Report Options page.

Summary Totals
Show totals for inner sorts that may be under more than one outer sort. For example, if you were to run Parent then Category as sorts, if a summary total was reported the total by category across all parents would be shown on the report as well.

Time Period Frequency
Option to determine how time periods will be reported. (i.e. by week, month, etc.)

Kantar Media Intelligence Product Groups
Product Groups are similar to categories in that they are comprised of Products which are similar in either usage or intended audience. However, each product within the product group may be within a different category. E*xample: The "Baby Products" product group includes products from several categories.*

Totals
All totals are net totals, which means if there is duplication within a report, the totals wouldn't show the duplication. For example, if I select a brand and I create a brand group that also contains that brand, the total will only count the brand once.

Ultimate Owner
The highest level owner of the advertised product. In most cases, the Ultimate Owner and Parent will be the same. It is intended to handle special situations where a lesser known corporate entity owns companies commonly recognized as parent companies in their own right. *For example, "CBS" (Parent) is owned by "National Amusements" (Ultimate Owner).*

Units
Refers to a single measurement such as one TV spot or one newspaper ad. Media such as Local Radio, Outdoor, and Internet do not have units of measurement so will show an empty field. Units ARE NOT PRORATED based on size or length.

Vignette
A short literary sketch sponsored and bundled with a commercial. It may be a trivia question, cooking tip, public interest item or program-material-related sketch. Vignettes will air nationally with many national products.

"Who Am I" Products
Products set as your own for the purposes of TV Conflict report comparisons.

Zone Types
Full Run and Part Run are zone types.

Zones
Usually based on geography, the versions of a newspaper that are created separately to target segments of the overall readership. Zones vary by publication.

FAQs

What does "There were no results for the report you requested" mean?

This means that there was no activity found for the report you ran. This could happen for a number of reasons. For example, the brands included in your report may not have had any activity during the time period you requested, or perhaps dollars or ratings were not yet available for the time period you included in the report. In this situation you should check availability or change some of your selections before running your report again.

How can I see what advertisers/brands/products are included in a particular category?

On the Product Set Summary page, click on Category and you will be taken to the category selection page. After searching or browsing for your desired category, highlight it. Select "Drill", then select "Advertisers/Brands/Products". You will now see a list of advertisers, brands and products within the category you highlighted. Note that you may also highlight multiple categories in order to see the advertisers, brands and products in each.

If you want to drill down to these brands using a keyword, click the Show Advanced link first. Then select a begin date of 1/1/1998 and enter your keyword. With your category highlighted, click search. This will search all brands within the database.

How do I find new brands that were added into the database within a particular time frame? (Also referred to as a Brand Audit)

On the Product Set Summary page, click on Brand. With brand still shown in the dropdown of the Product Set search box, click on Show Date Criteria to make your date selections. Type your desired keyword in the box and click on search. If you would prefer to search all new brands, leave the keyword box blank and click on search.

If you would like to see new brands within a particular category or parent, go to the Product Set Summary page and click on Category or Parent. After searching or browsing for your desired category or parent, highlight it. Now, in the box below, click on Show Advanced and choose a date range. Then, select "Show Me Brands For Highlighted Available Items" and click on the Search button. You will now see a list of brands within the category or parent you highlighted.

What is the difference between a static and a dynamic time period?

Static time periods are specific dates to be included in your report. Static time periods do not change over time. *Example: January 2005*

Dynamic time periods are based on media availability. With a dynamic time period, such as "Current Month", the days, weeks, months, or years covered in a given report will change over time depending on when a report is run.

For example, if a report includes "Current Month", the report will always include the most recent month of available data. Therefore the report output will cover a different month in June than it would if it the report is run again in December.

How do I pull up an actual ad creative? (Please note, all users have access to creative titles, but you must be a subscriber to view creative)

To view television commercial creative, select any TV media and set up your report as desired. On the Sorts step, select "TV Creative" as a sort. Open the PDF report output and click on the "View" links to watch the creative. You must have Windows Media Player installed to view creative.

To view Magazine ad creative, select "Magazines" as a medium and set up your report as desired. On the Sorts step, select "Mag Creative" as a sort. Open the PDF report output and click on the "View" links to watch the creative.

To view video of Brand Entertainment occurrences, run a BE Schedule report. Links to video clips of the BE occurrences will appear in the PDF output of your report automatically.

Note: When generating a report with creative, you must select only the media for which you need creative. You may include all types of TV in the same report, but cannot mix media types such as TV and magazines.

How can I get TV data quicker?

For Network, Spot, Syndication, Cable and Spanish Language Network, note that Kantar Media Intelligence makes "Unit" occurrence data available to clients before either "Dollars" or "Ratings" are available. To view the latest occurrence information, include units as a measure in your report.

What does COMB, COPY & NEC mean?

Comb Copy and NEC (Not Elsewhere Classified) means that a particular brand or combination of brands did not fit into any category within a specific class, and is therefore put into the Comb Copy and NEC for that class.

For example, Category F611 is for Regular Beer & Ale, Category F612 is for Light & Low Alcohol Beer & Ale. If both a regular and a light beer are advertised together, then the brand and ad spending will go in F619 Beer & Ale: Comb Copy and NEC.

How can I view the DMA rank of a market?

Check off Display DMA rank under the market tab within the MediaSet Selections.

How do I find out when the most recent data will be available? When will spending/ratings be available for a certain media?

Please see Data Availability chart or click on Availability button in the upper right hand corner of Stradegy.

What is the difference between the various radio services and how do you recommend the data be used?

Radio Overview

- The National Spot Radio Service and the Local Spot Radio Service each provide market-level brand expenditures, but no station occurrence detail.
- The Local Radio Detail Service reports station-level occurrences for advertised brands, but no expenditure data.
- For Network Radio, participating radio networks supply monthly brand/product-level expenditures for each of their Networks. Kantar Media Intelligence applies the given expenditures directly to the Network summaries.

Local Radio vs. Local Radio Detail

Our strong recommendation to clients is that Miller Kaplan ("Local Radio") and Media Monitors ("Local Radio Detail") data be used in a complementary fashion, to provide a thorough view of market level spending (Miller Kaplan) and a partial view of how brand activity is distributed across stations.

It is unequivocally inappropriate to allocate MK expenditures to Media Monitors stations occurrences.

There are two reasons for this. First, MK receives ad expenditure info from participating stations representing at least 85% of a market's gross ad revenue. However, the provider stations are not identified to Kantar Media Intelligence and we have no way of knowing the extent to which the MK stations duplicate Media Monitors' monitoring coverage within a market. And whereas MK's revenue coverage is consistent from market-to-market (over 85%), Media Monitors' station coverage is quite variable from market-to-market. If the MK and Media Monitors universes are of unequal size, then integrating the data sets will produce distortions.

Second, Media Monitors occurrence data treats all spots as being equal and cannot differentiate high-priced units from low-priced units. A major driver of unit pricing is audience size and demographics. Within a market, there is substantial variability in station-level audiences and pricing. These variations are invisible within the Media Monitors data. A proportionate allocation of station-level occurrences to MK expenditures (e.g., Brand X ran 10% of its spots on Station Z; therefore Station Z received 10% of Brand X adspend) is flat out wrong and distorted.

More Overlap Info

The Miller Kaplan radio expenditure data includes all radio billings reported by stations in the market. Some advertising expenditures contained within the Local Spot Radio Service are also reported in the National Spot Radio Service. The overlap occurs because the same advertising spot may be reported twice, once by the local station and once by the station's national sales rep. The magnitude of the overlap is not known by Kantar Media Intelligence because the expenditure information is provided at the market-level, not the station-level. The reported expenditures do not include spots "purchased" through barter of goods or services.

An unknown proportion of the ad activity captured by the Local Spot Radio Service and the National Spot Radio Service is also reflected in the Local Radio Detail Service, and vice versa. In some cases the same advertising spot is being reported three times. Because of the different reporting bases (market-level vs. station-level), it is not possible to determine the amount of duplication between services, nor is it possible to integrate occurrences with expenditures.

Data Availability

	Network TV	Syndication	Hispanic TV	Cable TV	Spot TV
Units	1-2 weeks	1-2 Weeks	2 Weeks	1-2 Weeks	1-2 Weeks
Dollars	6-8 Weeks	6-8 Weeks	6-8 Weeks	6-8 Weeks	Unadjusted: 1-2 Weeks
Ratings	NTI - Init: 3-4 Weeks NAD: 11-13 Weeks NTI - Final: 11-13 Weeks NHTI: 10-12 Weeks	NSS - Init: 3-4 Weeks NSS - Final: 11-13 Weeks	NHTS - Init: 3-4 Weeks NHTS - Final: 11-13 Weeks	NHI: 3-4 Weeks	Adjusted: 7-9 Weeks NSI - Est: 1-2 Weeks NSI - Final: 7-9 Weeks NHSI - Est: 1-2 Weeks NHSI - Final: 7-9 Weeks

	Net Radio	Natil Spot Radio	Internet	Magazines	Sunday Mags
Units	N/A	N/A	24-48 Hours	1-2 weeks/ Creative Images	1-2 weeks
Dollars	3-5 Weeks	8-10 Weeks	4-6 Weeks	1-2 Weeks	1-2 Weeks
Ratings/ Impressions			4-6 Weeks (IMPs)	14-16 weeks	14-16 weeks

	Local Magazines	Hispanic Magazines	B-To-B Magazines	MK Local Radio	Outdoor
Units	1-2 weeks	1-2 weeks	6-8 Weeks	N/A	N/A
Dollars	1-2 weeks	1-2 weeks	6-8 Weeks	7-8 Weeks	8-10 Weeks

	Local Radio Detail	Branded Entertainment	National Newspaper	Newspaper	Hispanic Newspaper
Units	3-4 Weeks	1-2 Weeks	About 4 Weeks	About 4 Weeks	About 4 Weeks
Dollars	N/A		About 4 Weeks	About 4 Weeks	About 4 Weeks

■ See Terms & Definitions for ratings definitions